

VILLAGE OF LYONS FALLS STRATEGIC INVESTMENT PLAN

NY FORWARD
DECEMBER 2023

North Country REDC



NY Forward

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Engineering and
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FOREWORD



Foreword

New York's downtowns are the heart and soul of our regions. With their energy, diversity, and exuberance—as well as their artistic, cultural, and historical assets—our downtowns serve as anchors and catalysts for revitalization and economic development. They epitomize what we refer to as a 'sense of place.'

Despite having endured decades of disinvestment and decline with the advent of sprawl and de-industrialization, downtowns throughout the State are experiencing a dramatic resurgence. People and businesses are once again recognizing the tremendous value downtowns offer to residents, communities, and regions. As a result, communities are creatively marketing and leveraging their unique assets and proud heritage as catalysts for a brighter, more prosperous future.

The Downtown Revitalization Initiative (DRI) and NY Forward serve as the cornerstone of Governor Kathy Hochul's economic development strategy. Under the leadership of New York Secretary of State Robert J. Rodriguez, the DRI and NY Forward are effectively accelerating and expanding the revitalization of downtowns and neighborhood centers by maximizing their potential as both centers of activity and catalysts for investment. The DRI and NY Forward represent an unprecedented and innovative "plan-then-act" strategy that couples strategic planning with immediate and ongoing project implementation.

Downtowns are complex, multi-dimensional systems. As such, they require a highly collaborative, partnership-based approach to revitalization—one that integrates all the pieces of a vibrant community in a holistic way. This is why the DRI and NY Forward processes employ a combination of community-based strategic planning, inter-agency project support, inter-governmental collaboration, and public/private leveraging of outside investments.

Led by the New York State Department of State (DOS), DRI and NY Forward communities benefit from partnerships with, and coordinated technical assistance provided by, New York State Homes and Community Renewal (HCR), Empire State Development (ESD) and the New York State Energy Research and Development Authority (NYSERDA). This multi-agency effort mobilizes the full complement of resources available from state agencies, tapping into their expertise, technical assistance, and project management skills as necessary.

In the first six rounds of the DRI and the inaugural round of NY Forward, the State invested \$800 million in 93 downtowns ripe for revitalization to become magnets for redevelopment, business development, job creation, economic development, and housing diversity. Governor Hochul committed another \$200 million to the DRI and NY Forward in 2023, bringing the total investment for both programs to \$1 billion. The downtown revitalization renaissance in New York State shows no signs of slowing.

The DRI and NY Forward also present an opportunity to address two looming and challenging crises—climate change and housing.

Foreword

Downtowns are inherently climate-friendly. Their compact, mixed-use, and pedestrian-/bike-/transit-friendly design reduces car use and dependence, thus reducing automobile greenhouse gas emissions. And their denser concentration of population, economic activity, buildings, and industry provides fertile ground for the proliferation of renewable energy resources, energy efficiency and mass electrification of both buildings and vehicles—all to “de-carbonize” our communities and the State.

Certain DRI and NY Forward projects are required to achieve a higher level of energy efficiency and renewable energy use. DOS has also forged mutually supportive partnerships with both the New York State Energy Research and Development Authority (NYSERDA) and the New York Power Authority (NYPA) to support carbon-neutral projects and the siting of electric vehicle charging stations in downtowns, respectively.

These climate benefits are helping the State achieve its nation-leading climate goals contained in the State’s landmark Climate Leadership and Community Protection Act of 2019 (CLCPA).

The crisis of housing availability and affordability permeates all aspects of downtown and regional well-being. The DRI and NY Forward view, plan, and develop housing within the context of the whole community, seamlessly integrated with all the other components of sustainable community development—jobs, businesses, infrastructure, public spaces, arts, culture, and entertainment. Through this process, the DRI has already invested in nearly 3400 units of housing throughout the State, a third of which is affordable, with more coming online in this round. And housing production through the DRI and NY Forward should accelerate as communities participate in the Governor’s innovative Pro-Housing Communities initiative.

Simply put, downtowns are special places deserving of the special attention afforded them through the DRI and NY Forward. Each one is unique with its own vibe, heritage, and culture; a whole different story to tell if we listen carefully enough. Downtowns offer a place to connect, eat, shop, drink, learn, absorb, innovate, observe, and interact—a cultivator of human ingenuity and the entrepreneurial spirit. And they provide public gathering spaces that allow people of all ages, incomes, backgrounds, and abilities to interact safely and comfortably while appreciating the diversity of city life.

The DRI and NY Forward are accomplishing their overarching goals of promoting local and regional economic development and improving quality of life. The program has proven to be remarkably adaptable, pivoting to both new and ongoing challenges, such as the COVID-19 pandemic, climate change, housing affordability, childcare, workforce development, arts and culture, and socio-economic equity. In this respect, the DRI and NY Forward programs are even more relevant and imperative now than when DRI began seven years ago, as these programs are ready to confront further challenges and opportunities as they arise. And these programs’ past, present, and future provide a beacon of light for the State’s communities and regions moving forward.

NYF Communities



EXECUTIVE SUMMARY



Executive Summary

The Village of Lyons Falls is a historic Black River Canal community in southern Lewis County. Located at the confluence of the Moose and Black Rivers, the Village has a strong connection to the natural environment and is home to a beautiful 70-foot waterfall, which still provides power to the energy grid today.

The Village of Lyons Falls has undergone significant change over the past 20 years with the closure of its primary employer, the Lyons Falls Pulp and Paper Mill in 2001. Since that time, the Village has worked diligently to recover from the loss of jobs, blighted and abandoned buildings, the closing of small businesses and residents moving out of the area.

The selection of Lyons Falls as one of three North Country Region Round One New York Forward (NY Forward) recipients recognizes the momentum that the Village and its residents have generated toward the goal of community revitalization.

The NY Forward Strategic Investment Plan will facilitate transformative local investments to bolster Lyons Falls' reputation as an extraordinary place to live, work, and visit.

The Local Planning Committee (LPC), with input from the community, recommends six projects, and one pipeline project, for NY Forward investment within four categories: public improvements, new development and rehabilitation of downtown buildings, small project fund, and branding and marketing.

These projects represent a NY Forward request of just over \$4,090,000 with a combined total value of approximately \$5,078,000, leveraging potentially more than \$500,000 in local investment. Together, these projects will catalyze the creation of an active downtown, and attract more businesses, residents, and visitors, while providing a higher quality of life for all residents.



Lyons Falls Free Library located within the NY Forward Study Area

Lyons Falls NY Forward Study Area

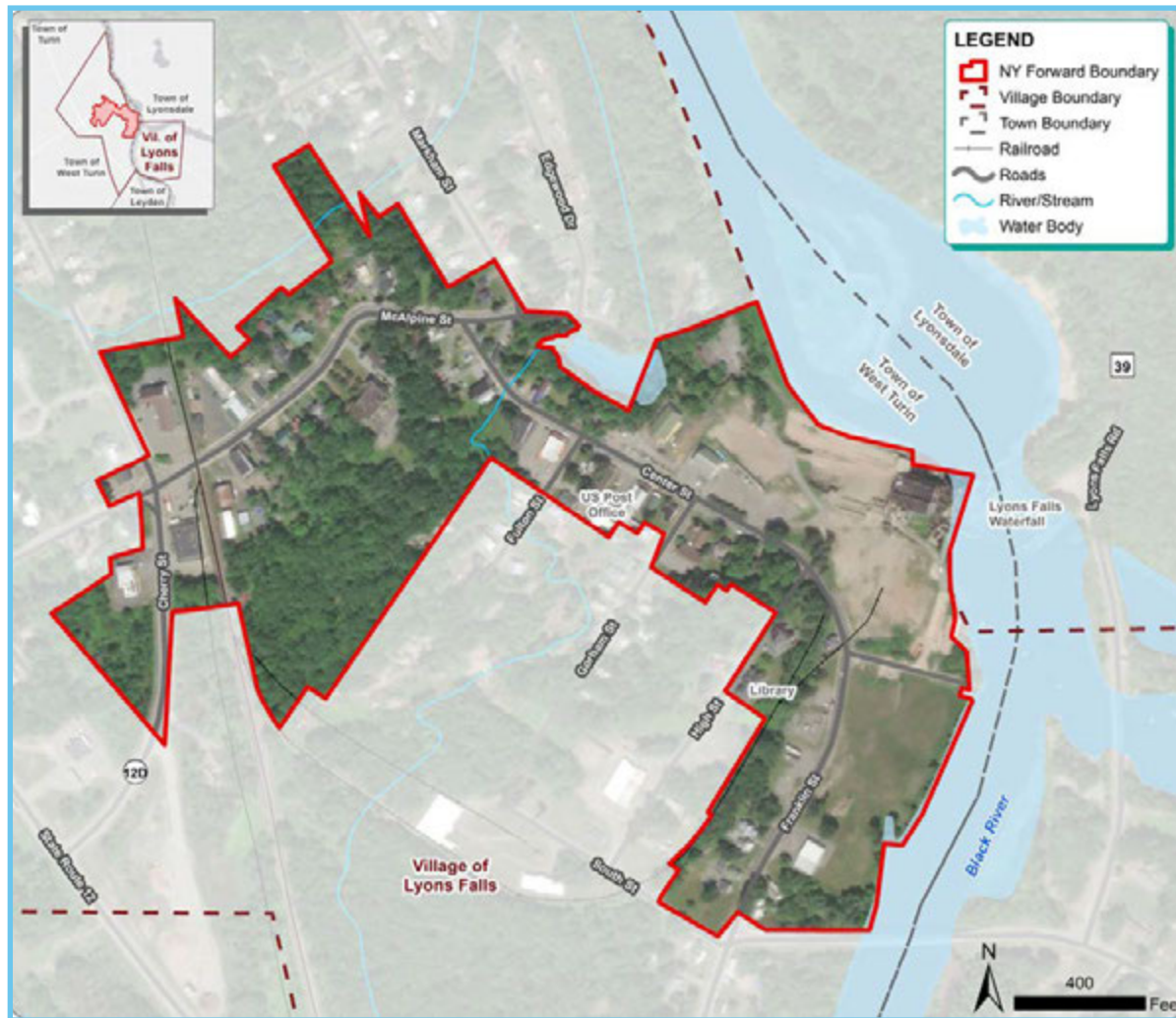


Figure E-1: Lyons Falls NY Forward Study Area


The NY Forward study area includes approximately 63 acres and comprises the western area of the Village of Lyons Falls along the Black River. A map of the study area boundary is provided in [Figure E-1](#).

The study area begins at the intersection of Cherry Street (also Route 12D) and McAlpine Street and follows McAlpine Street to Center Street. Sections of Gorham Street and High Street directly off of Center Street are included. The study area halts at South Street (Route 39) just before the bridge that crosses the Black River. Most of the commercial development is found on McAlpine Street and Center Street, which turns into Franklin Street.

The Village is adjacent to the Moose and Black Rivers, and much of the Village's history is a result of the movement of goods that those water bodies permitted. These rivers now provide popular recreational destinations, for both residents and visitors, for whitewater rafting, kayaking, canoeing, and fishing. The Village of Lyons Falls is part of the 94-mile Black River Scenic Byway and the Black River Blueway Trail, which attract tourists to the area.

Critical Issues and Challenges

Based on public input gathered throughout the Lyons Falls NY Forward process, a number of challenges and opportunities for downtown were identified.

| CURRENT CHALLENGES | FUTURE OPPORTUNITIES |
|--|--|
| <p>Lyons Falls has been through a common economic cycle - a boom and a bust. The Village has weathered years of sustained economic depression, the deterioration of architectural assets and landscapes, and the blighting of several downtown properties.</p> | <p>The Village of Lyons Falls has a long history of working with its regional partners to successfully seek and administer grants to fund important initiatives. The Village undertook a Brownfield Opportunity Area (BOA) Study, which included supporting the demolition of the Lyons Falls Mill Site in partnership with Lewis County Development Corporation. Throughout the BOA Implementation, the Village has partnered with the Development Authority of the North Country (DANC), Lewis County, and the Tug Hill Commission. Most recently the Village of Lyons Falls was a recipient of the Lewis County Façade and Streetscape Improvement Program.</p> |
| <p>Lyons Falls is tucked away, situated along the Black and Moose Rivers, off NYS Route 12, and the community contends with issues related to visibility. The Village's distance (approximately one mile east) from the major highway has resulted in a reduced market for goods and services, which has resulted in numerous vacant properties.</p> | <p>Lyons Falls boasts a NY Forward study area that is compact and walkable with most activities accessible within a five-minute walk from the center of downtown.</p> |
|  | <p>The Village of Lyons Falls has coined its brand as "Lyons Falls Connects", connecting recreation, history and business to set the stage for future development and investment and create a high quality of life for its residents. This undertaking highlights the community's efforts to maintain and increase ties with the region.</p> |

Community Engagement

Comprehensive public engagement is essential to the success of downtown revitalization efforts. The Village of Lyons Falls and the NY Forward Local Planning Committee (LPC) were committed to ensuring that a broad range of public input informed the development of the NY Forward plan. Throughout the duration of the planning process, the Village, LPC and the project team received feedback and insight from a wide variety of key stakeholders, including business owners, residents, landowners, Village staff, and local officials.

To guide the public engagement process, a Community Engagement Plan was developed, outlining the engagement methods to be utilized over the course of the NY Forward process. The engagement was designed to ensure community members were apprised of key program details and to gather public input on a vision and goals for the downtown study area as well as perceived challenges and opportunities in Lyons Falls. The issuance of an official Call for Projects, promoted online and in-person, solicited project ideas, and later phases of public engagement provided multiple opportunities for review and feedback on the range of proposals generated by the Open Call. Throughout the NY Forward process, the LPC met monthly, and welcomed public comment at each meeting. The public had continuous access to relevant NY Forward materials via a project website.

- Project website
- Monthly LPC meetings
- Call for Projects
- Informational Pop-Up at the Lewis County Fair and Lyons Falls Farmers' Market
- Lyons Falls Community Survey
- Stakeholder Group Discussions
- Public Engagement #1
- NY Forward Project Questionnaire
- Public Engagement #2
- Online and In-Person Project Gallery



Public Meeting #1



LPC Meeting #1



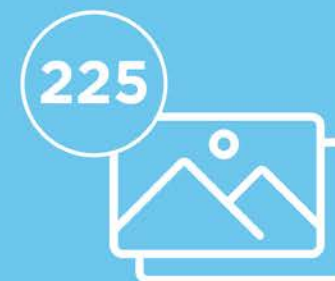
LPC
MEETINGS



PUBLIC
WORKSHOPS



FORMAL
STAKEHOLDER
SESSIONS



UNIQUE ONLINE
PROJECT
GALLERY VIEWS

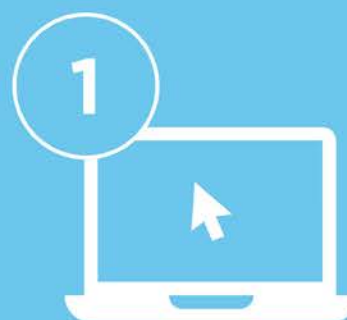
ENGAGEMENT AT A GLANCE



INFORMATIONAL
POP-UP EVENTS



SURVEY
RESPONSES



DEDICATED PROJECT
WEBSITE

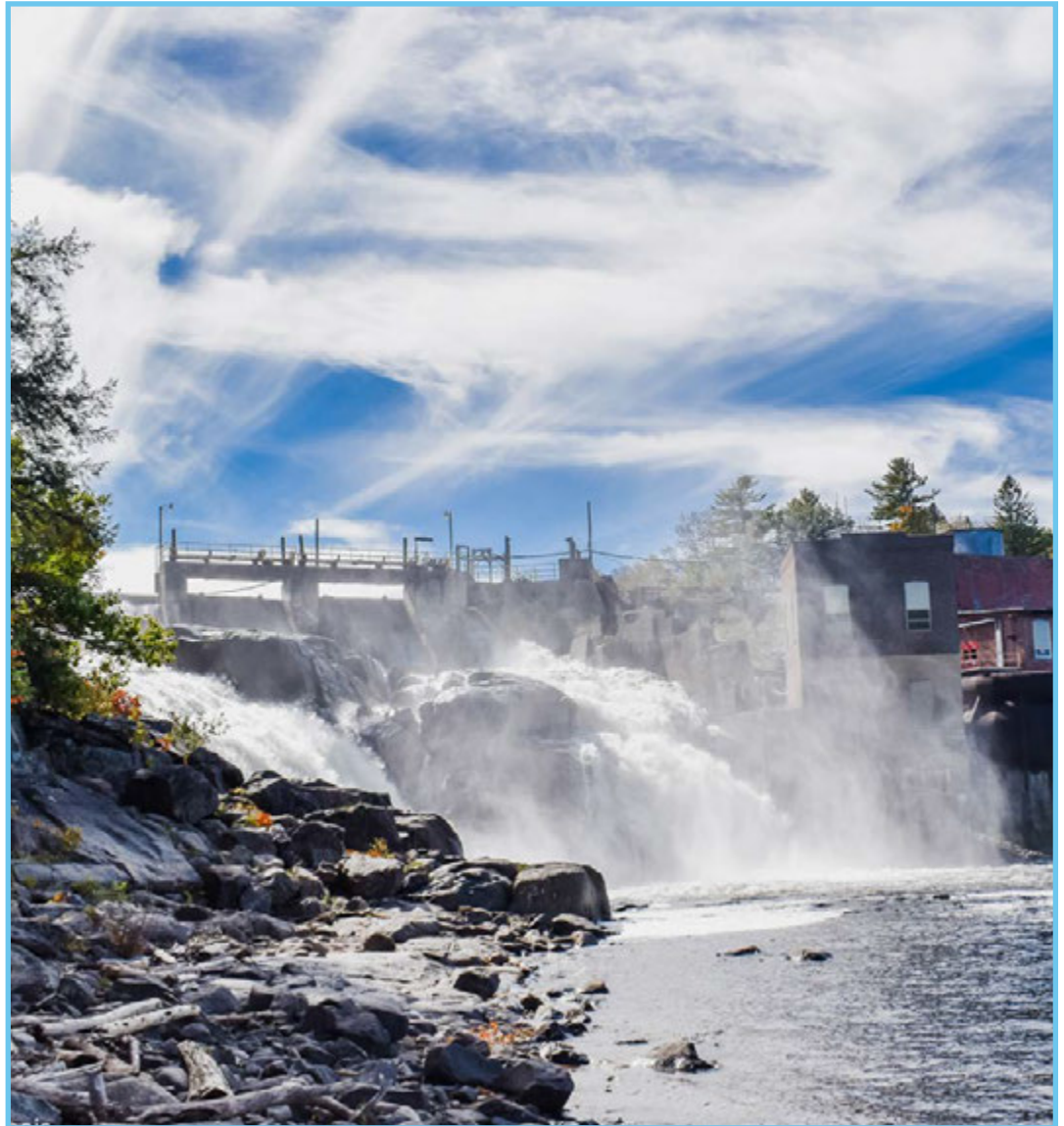


PROJECT
QUESTIONNAIRE
RESPONSES

Vision

Incorporating input from the community, the Lyons Falls NY Forward LPC developed a vision for the Downtown along with a set of targeted goals and strategies to realize that vision.

Downtown Lyons Falls will be an active, economically vibrant, and historically preserved, four-season community connected to recreational amenities. Building on the Village's access to employment centers, the natural features of the Moose and Black Rivers, activated parks and trails, a revitalized Mill site, the beauty of the Falls, and rich local history, Lyons Falls will be inviting for all.



Lyons Falls Waterfall on Black River - Photo Credit: Wandering Vistas

Goals and Strategies



1. ADVANCE AN ECONOMIC RENAISSANCE

Support existing industry and small businesses while committing to attractive, transformative investment.

STRATEGIES:

- Encourage a mix of amenities, services, and commercial activities to support a vibrant downtown by expanding the range of goods and experiences available in Lyons Falls.
- Expand efforts to highlight existing businesses and resources to Lyons Falls residents and visitors.
- Attract and support new business opportunities in the downtown.



2. EXPAND CONNECTIVITY AND ACCESS OPPORTUNITIES

Activate the downtown with distinctive wayfinding, placemaking, and infrastructure.

STRATEGIES:

- Increase regional recognition of Lyons Falls' resources through distinctive and strategic signage and branding.
- Maximize elements of the public right-of-way on Center and McAlpine Streets to enhance the downtown experience for residents and visitors.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls.



3. ALWAYS A DESTINATION

Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.

STRATEGIES:

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.
- Promote a multi-season slate of outdoor recreation activities to strengthen the local economy.



4. CELEBRATE HISTORY AND ENVIRONMENT

Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.

STRATEGIES:

- Balance preservation of valued historic resources with targeted improvements that catalyze appropriate development.
- Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within downtown.

Slate of Projects

The LPC advanced a slate of projects spanning all four NY Forward eligible project types: new development and/or rehabilitation of existing downtown buildings, public improvement projects, small project fund, and a branding and marketing project. The projects recommended by the LPC for NY Forward funding consideration are:



Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill

Redevelop a vacant and underutilized former mill site into a public space with the addition of green space, public seating areas, and a river overlook.

PROJECT COST: \$200,000 / **NYF FUNDING REQUEST:** \$150,000



Stabilize Historic Lyons Falls Elementary School for Future Redevelopment

Stabilize and prepare building to allow potential future private development through roof replacement, removal of debris, and hazardous material abatement.

PROJECT COST: \$948,000 / **NYF FUNDING REQUEST:** \$684,000



Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements

A. Cherry and McAlpine Intersection: Improve the downtown gateway with reduced travel lane width for traffic calming measures, enhanced signage, increased sidewalk width with decorative buffer strips, additional crosswalks, street trees and pedestrian lighting (\$332,000).

B. McAlpine Street: Enhance the residential corridor connecting to downtown through reduced travel lane width to calm traffic, the creation of small plaza spaces to highlight historic assets, increased sidewalk width with green space and pedestrian improvements (\$662,000).

C. McAlpine and Center Street Intersection: Transform intersection with improved wayfinding and safety entering the commercial corridor with enhanced spatial and visual cues to direct pedestrian and vehicular traffic. Other improvements include parking stall striping, Center Street gateway signage, updated and replaced sidewalks, improved crosswalks, stormwater management, and pedestrian enhancements (\$663,000).

D. Center Street: Provide pedestrian accessibility and safe vehicular movement to enhance the primary commercial corridor. Improvements include striped parking stalls, sidewalk enhancements with decorative buffer strips and pedestrian enhancements, additional crosswalks, stormwater management, and small ornamental street tree plantings (\$781,000).

E. Franklin Extension: Create a connection to the former Lyons Falls Paper Mill site and enhance the Franklin Extension by installing a sidewalk connection with grass buffer strips, crosswalk, and street trees (\$243,000).

PROJECT COST: \$2,681,000 / **NYF FUNDING REQUEST:** \$2,681,000





Establish a Fund to Enhance Revitalization in Downtown Lyons Falls

Create a locally managed matching small project fund to undertake a range of smaller downtown projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art projects.

PROJECT COST: \$390,000 / **NYF FUNDING REQUEST:** \$300,000



Develop Marketing and Branding for Downtown Lyons Falls

Develop downtown marketing and branding to target residents, visitors, investors, and developers.

PROJECT COST: \$50,000 / **NYF FUNDING REQUEST:** \$50,000



Revitalize the Village Square Building as a Downtown Gateway Business

Upgrade a 10,000 sq. ft. gateway building through exterior beautification and façade improvements, window replacement, and electrical and heating system upgrades in support of five occupied commercial units on the first floor and two occupied residential units on the second floor.

PROJECT COST: \$286,000 / **NYF FUNDING REQUEST:** \$226,000

SECTION I

DOWNTOWN PROFILE AND ASSESSMENT



Downtown Profile and Assessment

INTRODUCTION

Lyons Falls, a small community in Lewis County, New York, home to an impressive 70-foot namesake waterfall, has continuously maintained a strong connection to the natural environment and its historic past. It is known throughout the region as home to numerous historical sites and environmental treasures which are now essential components of community character. The Village of Lyons Falls was once a hub for paper product manufacturing with the formation and operation of the Pulp and Paper Mill. The Black River Canal allowed shipping of manufactured products within the Tug Hill Region, which progressed the settlement of the Village.

Today, the Village of Lyons Falls is committed to bringing new experiences and programming to downtown to activate public spaces, attract visitors, and retain residents. Through its natural beauty, quaint historic buildings, and picturesque public spaces, the Village's assets provide ample opportunities for residents and tourists to enjoy all that it has to offer.

The selection of Lyons Falls as one of three NY Forward award recipients in the North Country region is a recognition of the base that has been laid by local leaders, stakeholders, and residents, who have prioritized maintaining and enhancing the Village's history and environment. The Downtown Profile and Assessment is an important tool to inform approaches to downtown revitalization that are based upon relevant existing conditions and trends in the community.



Lyons Falls Historic Paper Mill logs being processed

NY FORWARD BOUNDARY

The NY Forward study area includes approximately 63 acres and comprises the western area of the Village of Lyons Falls along the Black River. A map of the study area is provided in [Figure I-1](#) to the right.

The study area begins at the intersection of Cherry Street (also Route 12D) and McAlpine Street and follows McAlpine Street to Center Street. Sections of Gorham Street and High Street directly off of Center Street are included. The study area halts at South Street (Route 39) just before the bridge that crosses the Black River. Most of the commercial development is found on McAlpine Street and Center Street, which turns into Franklin Street.

The Village is adjacent to the Moose and Black Rivers, and much of the Village's history is a result of the movement of goods that those water bodies permitted. These rivers are now popular recreational destinations, for both residents and visitors, for whitewater rafting, kayaking, canoeing, and fishing. The Village of Lyons Falls is part of the 94-mile Black River Scenic Byway and the Black River Blueway Trail, which attract tourists to the area.



Birds Eye View Looking South, Historic Lyons Falls



Figure I-1: Study Area

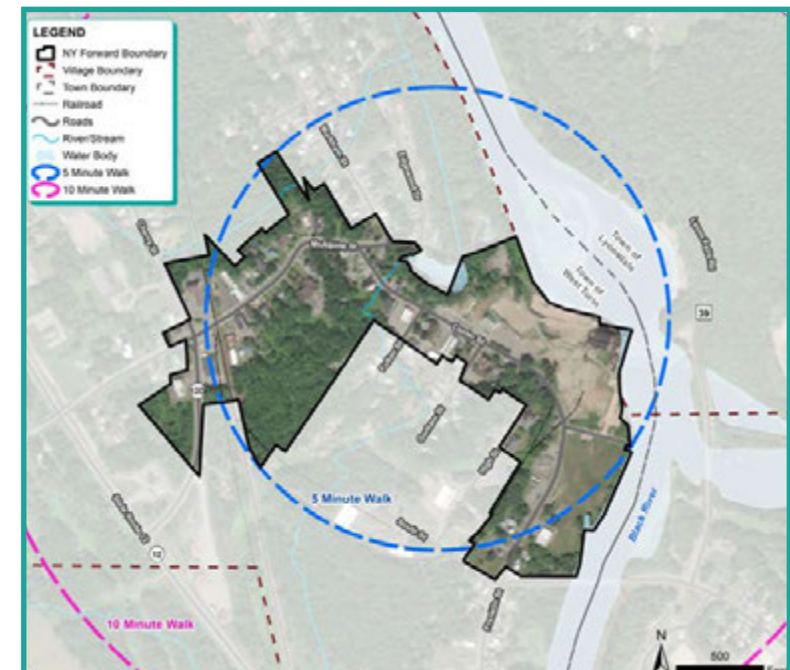


Figure I-2: Lyons Falls NY Forward Walkability Visualization

DEMOGRAPHIC OVERVIEW

An assessment of current and historical demographic data offers insight into Lyons Falls' relevant community attributes, which impact the selection of appropriate revitalization strategies. An overview of factors such as age, income, employment, education, and overall population levels is provided below.

Population Trends

As of the 2020 Decennial Census, there are 570 residents in the Village of Lyons Falls. Despite a decline in population between 1990 and 2000, the population has stabilized. While the total population of Lewis County has decreased by 1.9% from 2010 to 2020 (see [Table I-1](#)), population trends remain fairly stable throughout the county.

| Table I-1. Population Trends | | | | |
|------------------------------|------------------|----------|------------------|----------|
| | Lyons Falls | | Lewis County | |
| | Total Population | % Change | Total Population | % Change |
| 1990 | 698 | - | 26,796 | - |
| 2000 | 591 | -15.3% | 26,944 | 0.6% |
| 2010 | 566 | -4.2% | 27,087 | 0.5% |
| 2020 | 570 | 0.7% | 26,582 | -1.9% |
| Total % Change | -18.9% | | -0.8% | |

Source: 1990, 2000, 2010, & 2020 Decennial Census Data

Age

The median age of residents is 48 years in the Village of Lyons Falls and 42 in Lewis County, based on recent estimates from the American Community Survey (see [Figure I-4](#)). As shown in the figure below, more than one quarter of residents are aged 65 and older, while only 13% are between ages of 25 and 44.

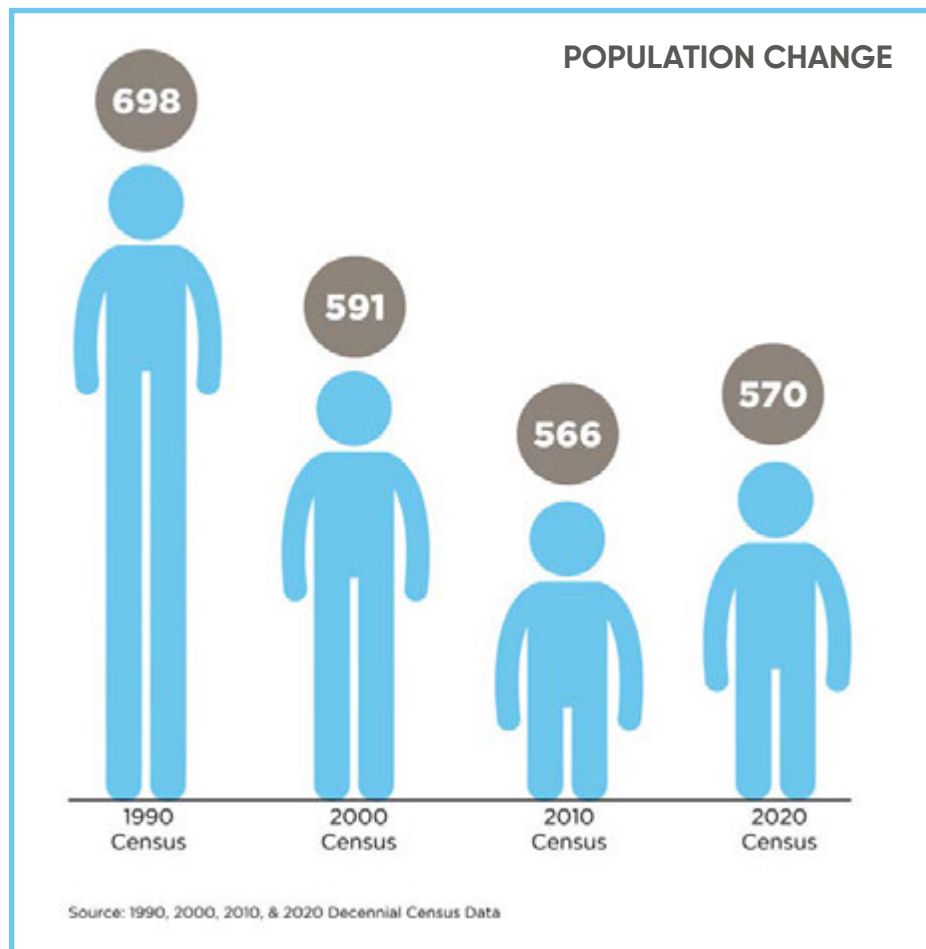


Figure I-3. Population Change

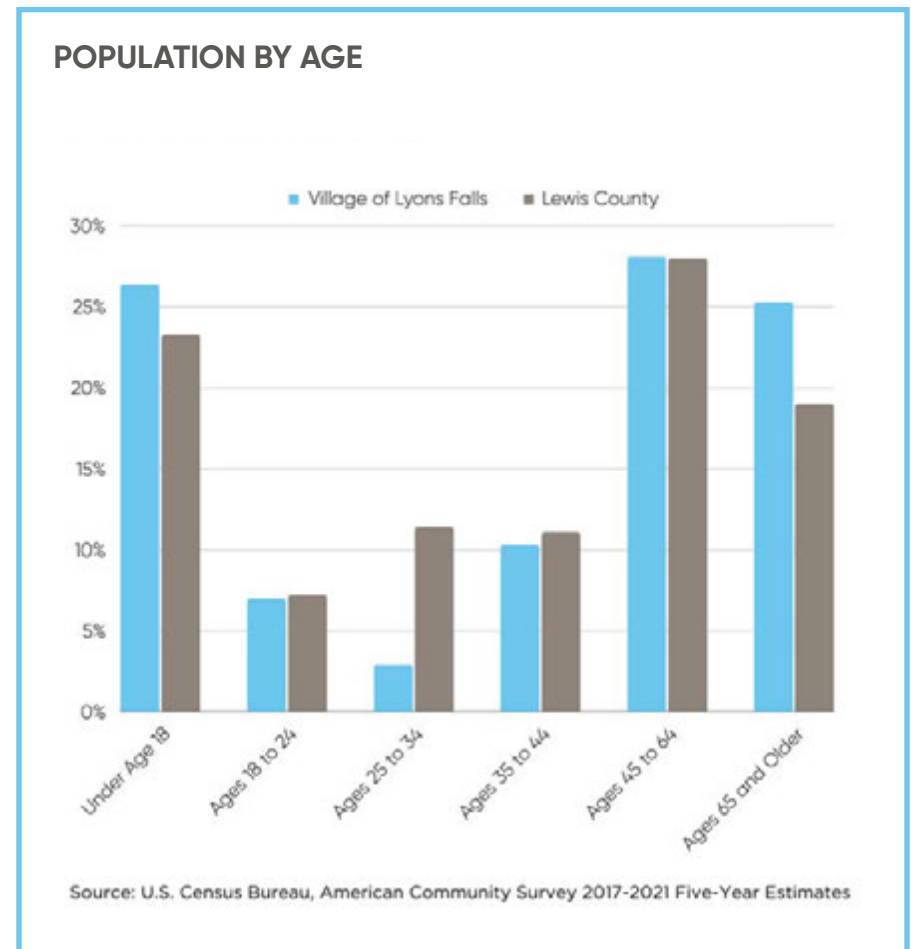


Figure I-4. Population by Age

Income

Household income levels impact the ability of residents to pay for housing, contribute to the tax base, and support the economy as consumers of goods and services. Income levels within the Village of Lyons Falls are slightly lower than the median income in Lewis County. The current median household income is estimated at \$51,354 in Lyons Falls and \$60,049 in the county. Household income levels are shown in the [Table I-2](#).

Consistent with the age of the Village's population, many residents live on fixed incomes, dependent on payments from sources such as social security, pensions, and/or retirement savings. More than 48% of households in Lyons Falls earn income from social security, averaging about \$18,000 per year, while 32.6% receive retirement income, with an annual average of about \$28,000. These households tend to have less disposable income than those earning income from wages and salaries, reducing the consumer spending power of local residents.

Employment

The total number of jobs in the Village of Lyons Falls as of 2020 was estimated at about 260. As reflected in [Table I-3](#), more than 80% of the jobs were in manufacturing, retail, and accommodation and food services. Since the closing of the Lyons Falls Pulp and Paper Mill in 2001, the Village has experienced a dramatic change in its economy. Several new small businesses have opened, and the potential exists for additional economic development.

Anchor employers within or near the NY Forward study area include Otis Technology, Black River Valley Natural, Twin Rivers, Head Start, The Edge Hotel, Boondocks Restaurant and Bar, 3 Willows Event Center, Shue Brothers, United Cerebral Palsy, and multiple small businesses. That being said, Lyons Falls does have a net inflow of employed workers, most of whom work in the manufacturing industry. In other words, there are more people coming to the Village to work than there are residents who are traveling to jobs located elsewhere. Village restaurants and other local businesses may be able to capitalize on this market.

Table I-2. Households by Income

| Households by Income: 2017-2021 ACS Five-Year Estimates | Village of Lyons Falls | Lewis County |
|---|------------------------|---------------|
| Less than \$25,000 | 20.8% | 17.3% |
| \$25,000 to \$49,999 | 23.4% | 22.2% |
| \$50,000 to \$74,999 | 27.5% | 21.4% |
| \$75,000 to \$99,000 | 12.2% | 14.8% |
| \$100,000 or more | 16.1% | 24.3% |
| | 100.0% | 100.0% |

**Table I-3.
Employment by Industry, Village of Lyons Falls**

| | Percent |
|-----------------------------------|-------------|
| Manufacturing | 43.8% |
| Accommodation and Food Services | 27.3% |
| Retail Trade | 11.5% |
| Wholesale Trade | 5.4% |
| Health Care and Social Assistance | 3.8% |
| All Other Industries | 8.1% |
| Total | 100% |

Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Program. Data is as of 2020, the latest available.

According to the 2021 ACS 5-Year Estimates, 52% of residents in the Village are employed by a private company, while 32% are employed by the local, state, or federal government, including the public school district (see [Figure I-5](#)).

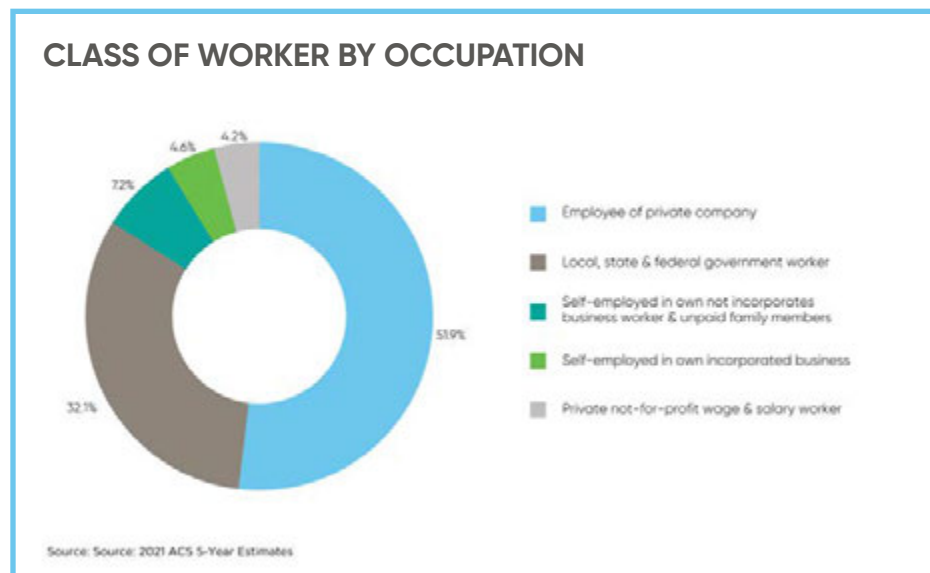


Figure I-5. Class of Worker by Occupation – Lyons Falls



Employment at 3 Willows Events Center. Photo Credit: Credit: Rome Sentinel.



Employment at Otis Technology. Photo Credit: Naturally Lewis.

Housing

The housing stock in Lyons Falls is primarily composed of single-family homes, 89% of them built before 1970 according to available data. In contrast to Lewis County, where about 25% of all housing units are seasonal, most of the housing in the Village was constructed for year-round occupancy. Multi-family housing in Lyons Falls is very limited, however, a challenge for households that cannot afford homeownership or that can no longer handle the maintenance and repair associated with owning a home.

According to the most recent American Community Survey (ACS) 5-Year Estimates from the U.S. Census Bureau, the Village of Lyons Falls has a total of 259 housing units. Owner-occupied units represent 74.1% of the Village's

housing stock and have a median value estimated at \$87,600, nearly 50% below the Lewis County median of \$127,600.

The ACS reports that there are 38 rental units in Lyons Falls. This includes 12 units for low-and-moderate income elderly and disabled residents at High Falls Apartments and 6 apartments for low-income individuals on Center Street. Located at 4061 Cherry Street, High Falls Apartments is owned by the Lyons Falls Housing Development Fund Company, Inc. In 2018, with CDBG funding, the property owner completed improvements to the apartment complex to correct health and safety issues and address accessibility and energy inefficiencies. The apartments at 4107 Center

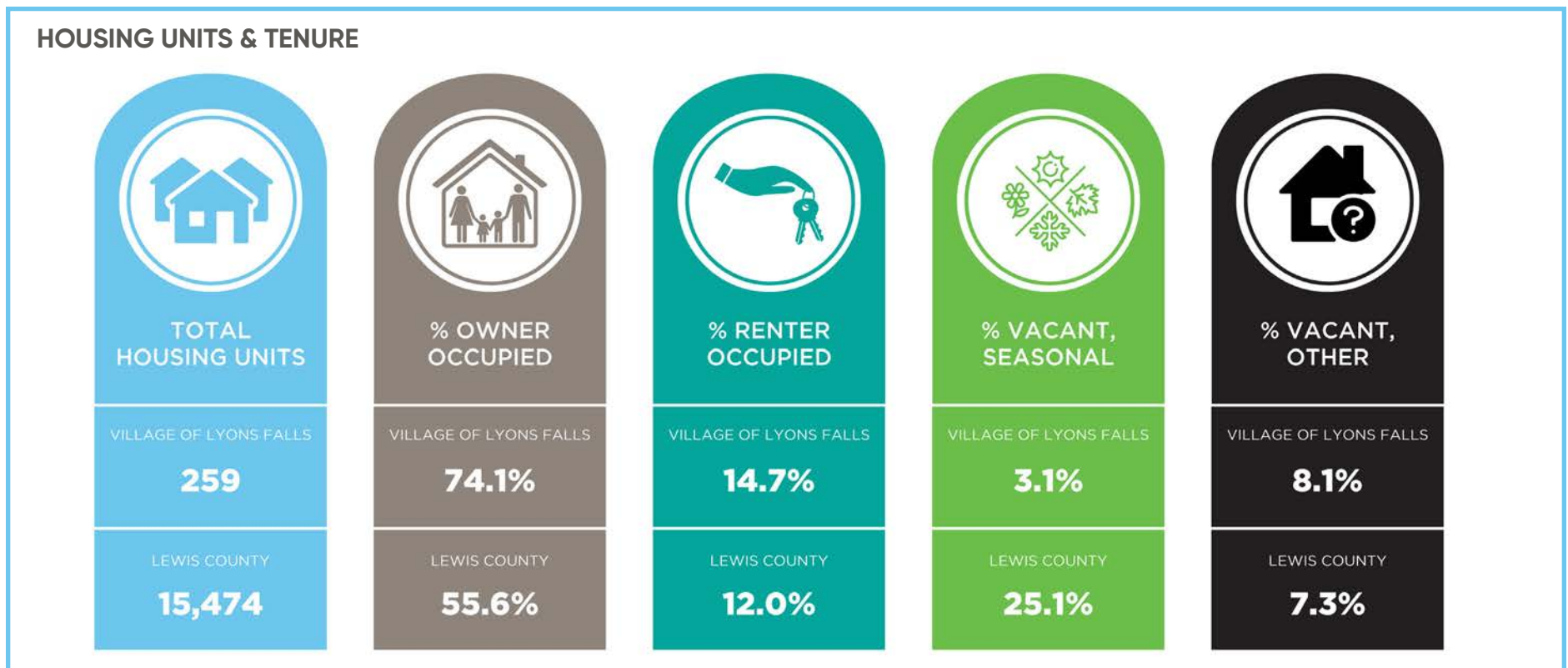


Figure I-6. Housing Units and Tenure



Residential Property, Village of Lyons Falls

Street are owned by Snow Belt Housing Company, Inc., a non-profit rural preservation company.

A Housing Needs Assessment and Market Analysis was prepared for Lewis County in 2022. The study concluded that housing options in Lewis County are extremely limited due to multiple factors: the age of the housing stock; the physical condition of the housing stock, which is associated with its age; and the lack of "churn," or turnover, in the housing market, resulting in people remaining in their homes longer and prospective residents forced to look for housing in adjacent counties. The availability and cost of rental housing in Lewis County is also a concern, especially for lower income households. The study offers a series of recommendations aimed at helping Lewis County and its partner agencies maintain and improve the existing housing stock; create more types of housing, with a particular focus on housing suitable for seniors; and minimize the number of homes removed from the housing market.

Although the housing study does not specifically address the needs of individual communities, its findings and recommendations are relevant to the Village of Lyons Falls, especially in light of its senior population. Like other communities in Lewis County, Lyons Falls does not have an adequate supply of modern rental housing.

Educational Attainment

Residents in Lyons Falls and Lewis County have relatively similar educational attainment, according to 2021 ACS 5-Year Estimates. As seen in [Table I-4](#), most in the Village have completed high school (96%), a slightly higher percentage than county residents (91%). As presented in the Employment section, local residents are concentrated in the manufacturing, retail, accommodation, and food services employment sectors, where many positions do not require a college degree. These trends indicate the potential need to provide alternative training options for the trades and manufacturing industries.

| Table I-4. Educational Attainment – Population 25 Years+ | | |
|--|-------------|--------------|
| | Lyons Falls | Lewis County |
| High School Graduate or Higher | 96.40% | 91.10% |
| Some College, No Degree | 21.20% | 14.90% |
| Associates Degree | 18.10% | 14.10% |
| Bachelors Degree or Higher | 15.70% | 18.80% |

REGIONAL AND HISTORIC CONTEXT

The area now occupied by Lewis County was sparsely inhabited until the end of the 18th century. Although the land was claimed by the Province of New York in its original grant, the land was originally part of the territory of the Haudenosaunee confederacy until after the American Revolutionary War, when the lands were seized from tribes.¹

In 1794 a group of French refugees from Rome, New York traversed over the Steuben Hills to current day Lewis County. After crossing the Black River, they founded a settlement below the seventy-foot Lyons Falls. The settlement was first called High Falls though it is now Lyons Falls. In 1855, the Black River Canal opened and was an important shipping route to New York City and other major cities.² The canal met up with the river in Lyons Falls and since the canal ran directly through the Village, it was used as a method of transportation for both goods and people. The Village became an incorporated municipality in 1899, ceremoniously planting its roots on the Black River to allow for industrial growth for many years to come.

Lyons Falls became a booming economic center, especially with the combination of the two rivers, the canal, and the mill that sprouted up near the water. For 100 years, the Lyons Falls Pulp and Paper Mill operated on the High Falls site, until its closure in 2001. The closing of the mill was detrimental to southern Lewis County resulting in hundreds of lost jobs, small business closures and a decline in population.

Present day Lyons Falls is still recovering from the loss of industry while navigating a challenging economic environment. The Village once surged with industry, trade, and people, but it lives on with history and the memory of what once was and is prime for redevelopment and revitalization efforts.

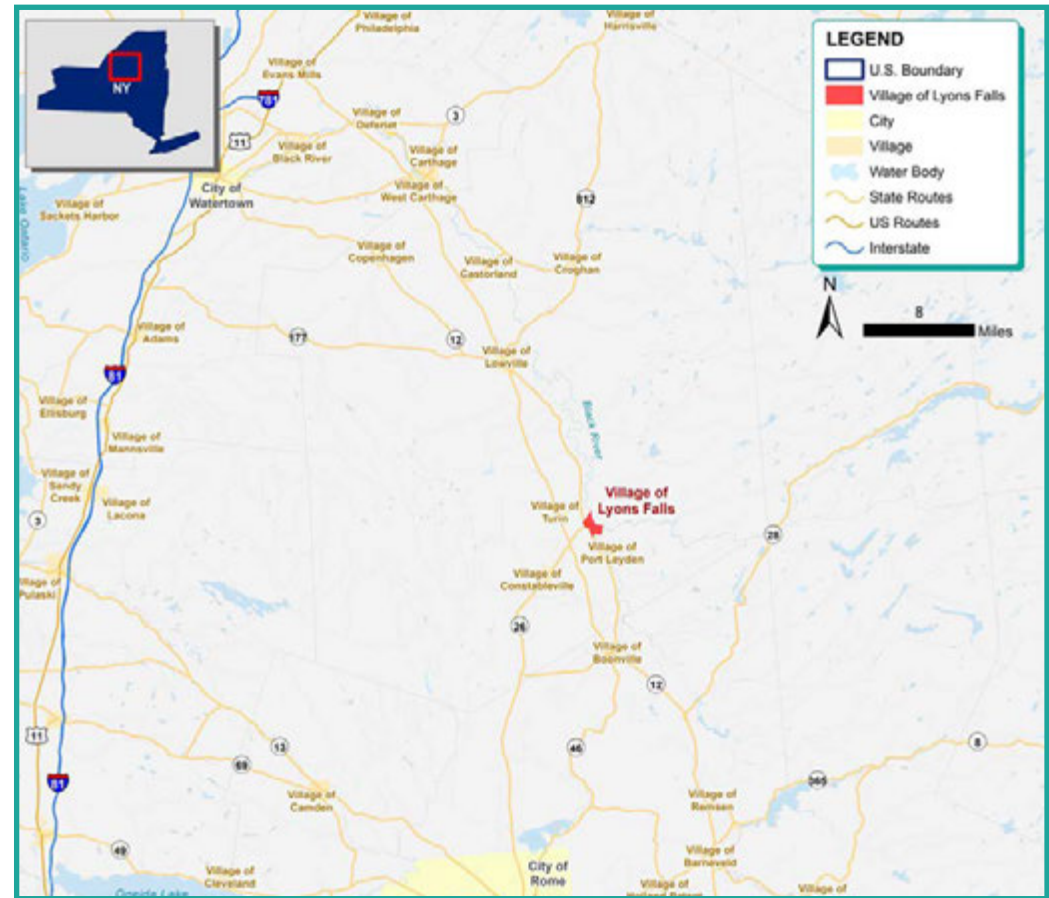


Figure I-7. Regional Context

¹ https://en.wikipedia.org/wiki/Lewis_County,_New_York

² <https://www.adirondack.net/towns/lyons-falls/#::~text=The%20history%20of%20Lyons%20Falls%20goes%20back%20into%20the%20year,known%20now%20as%20Lyons%20Falls.>

RECENT PLANS AND INVESTMENT

Planning Efforts

The Village has collaborated with its regional partners and completed a series of planning efforts that support revitalization of the downtown and the surrounding area. A brief summary of relevant plans follows.

Economic Development Strategic Plan – Lewis County

- Lewis County Economic Development completed an Economic Development Strategic Plan in 2023 to promote business growth and expansion in the villages and throughout Lewis County. The plan identified significant opportunities to capitalize on in the next three to five years, including developing vacant sites, promoting entrepreneurship, creatively using IDA services to facilitate business expansions, growing the recreation industries and promoting Lewis County's potential residents and businesses.
 - » Within this, the County identified the Lyons Falls mill redevelopment as a priority community investment.

County-Wide Shared Services Initiative Implementation (CWSSI) Grant – Lewis County, *Ongoing*

- This funding is allocated to the development of municipal sub-sites to be hosted on the new Lewis County website and to fund the digital codification of municipal local laws on eCode 360.
 - » Lyons Falls does not currently maintain any website or utilize digital legislation software and will benefit greatly from this investment.

County-wide Complete Streets Plan – Lewis County, *Ongoing*

- Identified opportunities for the Village of Lyons Falls
 - » Construct a mini circle to replace certain all-way stop intersections (Ideal candidates are McAlpine – Cherry Street and Franklin–River–South–Laurel intersections)

- » Curb extension at McAlpine – Center Street intersection
- » Speed table on Mc Alpine Street
- » Install high-visibility crosswalks
- » Defined entrances/exits to the Dollar General parking lot
- » Reverse diagonal parking on the wide section of Center Street
- » Establish sidewalk improvement districts (define an area in which all property owners choose to contribute to a collective fund for sidewalk repair and construction)
- » Develop a general sidewalk improvement fund through a community referendum (e.g. such as a sales tax surcharge, small public utility fee, development impact fees, etc.)
- » Install improved wayfinding and signage to key destinations (e.g. Center Street shopping district and business on McAlpine)

Brownfield Opportunity Area (BOA) Program

- The Village of Lyons Falls was nominated as a Brownfield Opportunity Area (BOA) in 2012 and received a NYS Department of State (DOS) grant through the BOA Program to prepare a Nomination Study. The purpose of the study is to examine the reuse of underutilized and vacant properties within the Village. The Village became a designated BOA in 2015. The study area included the entire Village of Lyons Falls. The study and BOA designation provided in-depth analysis of existing conditions and identified opportunities and key strategic sites that are catalysts for revitalization:
 - » Former Alaskan Oil/ Marino's Pizza – 6793 McAlpine Street
 - » Train Station/Agway – 6819 McAlpine Street
 - » Former Lyons Falls School – 6832 McAlpine St
 - » Former Lyons Falls Paper Mill – Center Street
 - » Northbrook/Kruger Hydro Facility
 - » Dolhof Property – West Side of Street Route 12

Investments

Recent private investment in Lyons Falls has stimulated redevelopment and new business creation in and around the region. Over the last five years, four (4) commercial properties in the Village (out of fewer than 20 parcels classified as commercial) have changed hands, as listed in the table to the right. The building at 4012 Center Street was purchased by Black River Valley Natural for its operations, while 4116 Center Street was sold to Community Bank, N.A., which has operated a branch bank at this location for over 40 years. The 4102 Center Street property is now home to Dorrity's Restaurant.

Other recent private sector investments activity in Lyons Falls has included:

- A \$6 million total investment made by the Hurilla family to establish the Edge Hotel, Boondocks Restaurant and Bar, and 3 Willows Event Center
- \$200,000 to start Black River Valley Natural, a micro-creamery and producer of small-batch artisan foods that has eight employees
- \$200,000 to redevelop a building at 6793 McAlpine Street that had been vacant since 2006 for use by a pet grooming service and a veterinary practice
- \$60,000 to renovate and convert the former Agway building at 6819 McAlpine Street into space that is currently utilized by Head Start, with a three-bedroom apartment upstairs
- \$60,000 to rehabilitate the historic Lyons Falls train depot and create space to accommodate business development
- \$40,000 to renovate the former Lyons Falls Pharmacy at 6805 McAlpine Street for use by a new fitness center

These projects have been supported by public improvements in Lyons Falls, from façade and streetscape improvements and infrastructure upgrades to the expansion of broadband service and the creation of free Wi-Fi hotspots throughout the downtown.

Lyons Falls has been awarded an array of grant funding support (both public and private) for investments in the community (see [Table I-6](#)).

**Table I-5. Commercial Property Sales in Lyons Falls
July 1, 2018 – June 30, 2023**

| Address | Property Classification | Sale Date | Sale Price |
|----------------|-----------------------------------|------------|------------|
| 4012 Center St | Mini Warehouse | 2/10/2023 | \$130,767 |
| 4116 Center St | Standard Bank/ Single Occupant | 7/15/2021 | \$60,000 |
| 3979 Center St | Downtown Row Type (detached) | 10/21/2021 | \$150,000 |
| 4102 Center St | Restaurants | 6/1/2018 | \$80,000 |

Source: NYS Office of Real Property Tax Services. Arm's length transactions only.

Table I-6. Grant Funded Improvements

| Investment | Award Amount | Funding Source |
|--|--------------------|--|
| Lyons Falls BOA Project (Phase 1) | \$1,000,000 | Empire State Development |
| Lyons Falls Library | \$20,000 | Pratt-Northam Foundation |
| Lyons Falls Library | \$10,000 | Northern New York Community Foundation |
| Lyons Falls Fire Department | \$66,666 | FEMA |
| Village of Lyons Falls (NEU Recipient) | \$56,308 | ARPA funds |
| Dock Street Pump Station | \$50,000 | DASNY |
| Canal Basin Park | \$8,000 | Lewis County |
| Total | \$1,210,974 | |

Alignment with North Country REDC Strategies

The North Country Regional Economic Development Council (REDC) established a clear set of goals for leading the economic resurgence of smaller NY communities, like the Village of Lyons Falls. Alignment with REDC regional strategies was an important evaluation factor for projects proposed through the NY Forward program. The following REDC strategies had particular relevance to revitalization approaches in Lyons Falls, as developed through the NY Forward program:

- Leverage our gateway to Canada, the nation's largest trading partner, to lead the State in global investment.
- Invest in community development infrastructure that expands opportunities and capacity.
- Activate tourism as a driver to diversify our economies by creating demand to accelerate private investment.
- Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.

PHYSICAL SETTING

Understanding the present land use and zoning within the study area provides important context for evaluating the feasibility and impact of projects proposed through the NY Forward program. An overview of present land use and public land ownership is shown in [Table I-7](#).

Existing Land Use, Zoning and Public Ownership

Land Use

Land use within the NY Forward study area was evaluated and 33% of the NY Forward study area is classified as vacant land, which includes the Village's riverfront area and the area along the sizable intersection of McAlpine and Center Street.

The second largest land use is commercial which covers 20% of the NY Forward study area. The commercial land use is shown throughout the study area, but is mostly concentrated along Franklin Street, Center Street, and the intersection of Cherry Street and McAlpine Street.

Transportation routes make up 17% of the study area followed by 16% for Residential – Combined. Residential uses are categorized as combined (low-high density) in this case, with low density housing being the main residential land use.

Lastly, community services makes up 3% of the land in the study area.

| Table I-7. Land Use | | |
|------------------------|--------------|-------------|
| Land Use | Acreage | Percentage* |
| Commercial | 12.63 | 20% |
| Community Services | 1.80 | 3% |
| Mixed Use | 6.17 | 10% |
| Residential – Combined | 10.28 | 16% |
| Transportation | 10.32 | 17% |
| Utilities | 0.63 | 1% |
| Vacant Land | 20.72 | 33% |
| Totals | 62.55 | 100% |

**Percentages calculated from NY Forward Boundary Area*

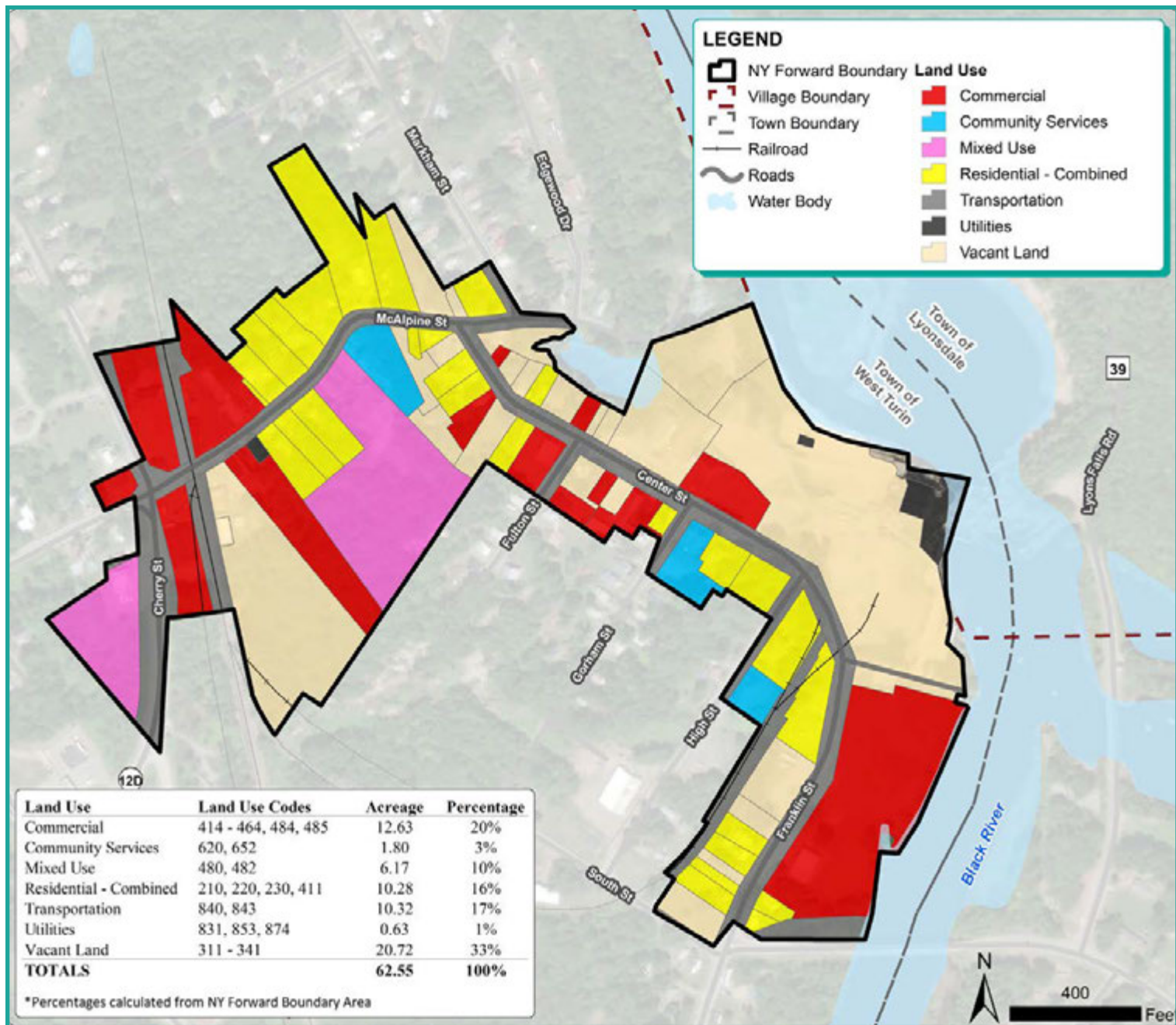


Figure I-8: Land Use



Zoning

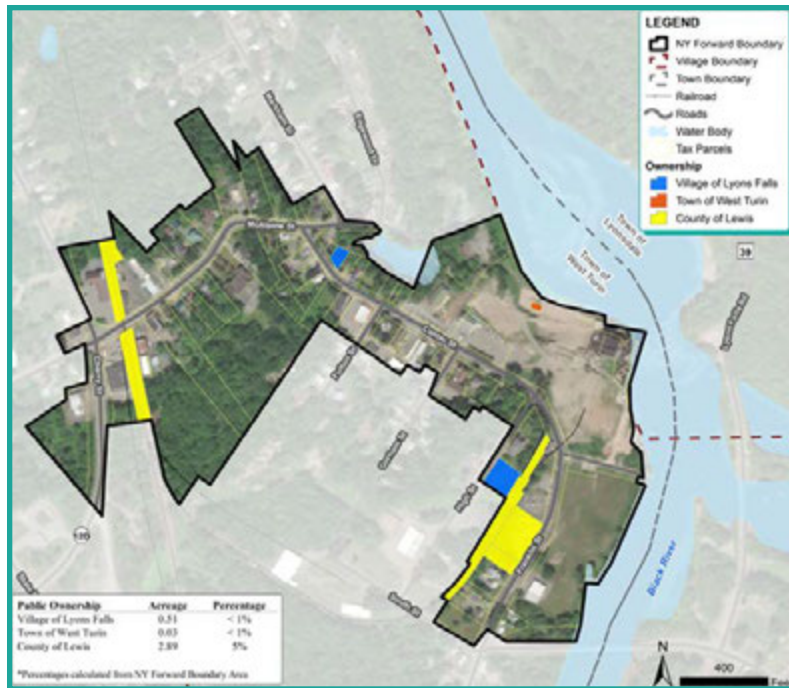
As part of the Brownfield Opportunity Area (BOA) process, in 2019, the Village of Lyons Falls worked with the Tug Hill Commission, Lewis County Planning, and a local planning committee to adopt zoning that would assist with smart growth principles and ensure that the historic community character would be preserved. Through this, the Village defined their vision for growth, and through an inter-municipal agreement with Lewis County's Buildings and Codes Department for zoning enforcement, the local law has been implemented effectively.

There is not a typical range of zoning districts implemented within the Village of Lyons Falls.³ The entire jurisdiction of the Village of Lyons Falls is considered within a single unnamed zone, and the application of the law is uniform throughout the Village.

The purpose of this law is to provide for orderly growth and to promote the health, safety, and general welfare of the public. This law has been made with reasonable consideration to the character of the Village of Lyons Falls and its suitability for properly developed uses, and with a view to conserving the Village's character and encouraging the appropriate use of land throughout the village. The legislation states that all new development within the Village that has not been substantially constructed by the effective date of this law shall require a site plan review and approval by the village board prior to issuance of a zoning permit by the zoning officer.

³ <https://lewiscountyny.gov/wp-content/uploads/2022/10/Village-of-Lyons-Falls-Zoning-Law.pdf>

Figure I-9: Public Ownership



Property Ownership

Private property makes up approximately 95% of the NY Forward study area compared to approximately 5% of publicly owned land. The NY Forward study area contains over three (3) acres of publicly owned land. Much of this land is owned by Lewis County and is shown in yellow in [Figure I-9](#) along the rail line. Two parcels are owned by the Village of Lyons Falls, including Canal Basin Park, and a small parcel is owned by the Town of West Turin near the waterfront.

Infrastructure

The existence of suitable infrastructure is critical to the growth and development of the Village. Adequate utilities support existing and potential businesses as well as residents.

Water, Storm, and Sewer

The Village operates a public water systems that provides water to residents and businesses within the Village. There are several outside users in the Towns of Leyden, Lyonsdale, and West Turin. Water is obtained via groundwater from two wells located about 1.1 mile southeast of the Village, on Burnt Shant Rd in the Town of Lyonsdale.⁴

In 2001, the Village wastewater treatment plant (WWTP) and sanitary sewer collection system were constructed.⁵ The Lyons Falls public sanitary sewer system features gravity feed sewers and two pump stations that are directed to the Village WWTP, servicing approximately 600 people.⁶

Electric and Gas

Power to Lyons Falls is supplied by National Grid through overhead electrical lines on utility poles. There are two gas pipelines in the County operated by Niagara Mohawk Power Corp and Iroquois Gas Corp. Many properties use propane or other fuel for their heating sources.

Hydroelectric

Lewis County is home to three hydroelectric power plants that provide sustainable, renewable energy to the area. One of these facilities operates on the former Lyons Falls Paper Mill property within the study area and is owned by Kruger, Inc. The hydroelectric facility has been in service since 1923 and provides an average of 5.39 megawatts of energy.

Telecommunications

Broadband internet, digital television and digital home phone service is provided to Lewis County by Spectrum. Verizon has a cell tower located approximately 10 miles southeast of Lyons Falls. Additionally, Frontier provides telephone, high speed internet, data services, converge services, lifeline, and DISH network programming services.

⁴Southern Lewis County Regional Water Feasibility Study, 2018, <https://lewiscountyny.gov/wp-content/uploads/2023/06/2018-10-17-Southern-Lewis-County-Regional-Water-Feasibility-Study-FINAL-2.pdf>

⁵Preliminary Engineering Report, WWTP and Collection System, 2013, <https://www.tughill.org/wp-content/uploads/2013/10/Lyons-Falls-PER-8-13.pdf>

⁶SPDES Discharge Permit, Lyons Falls, https://www.dec.ny.gov/data/IF/SPDES/NY0257737/Permit.IndSPDES.NY02577372020-06-01.Modification_x.pdf

Village Parks and Recreational Opportunities

Recreational opportunities abound in the region. A range of outdoor recreation opportunities attracts both residents and visitors to the NY Forward area year-round. Winter recreation consists of snowmobiling on the Lewis County Trails. During spring, summer, and fall visitors and locals enjoy activities including fishing, ATV riding, and kayaking. Parks and cultural sites within the NY Forward area are shown in Figure I-10 below.

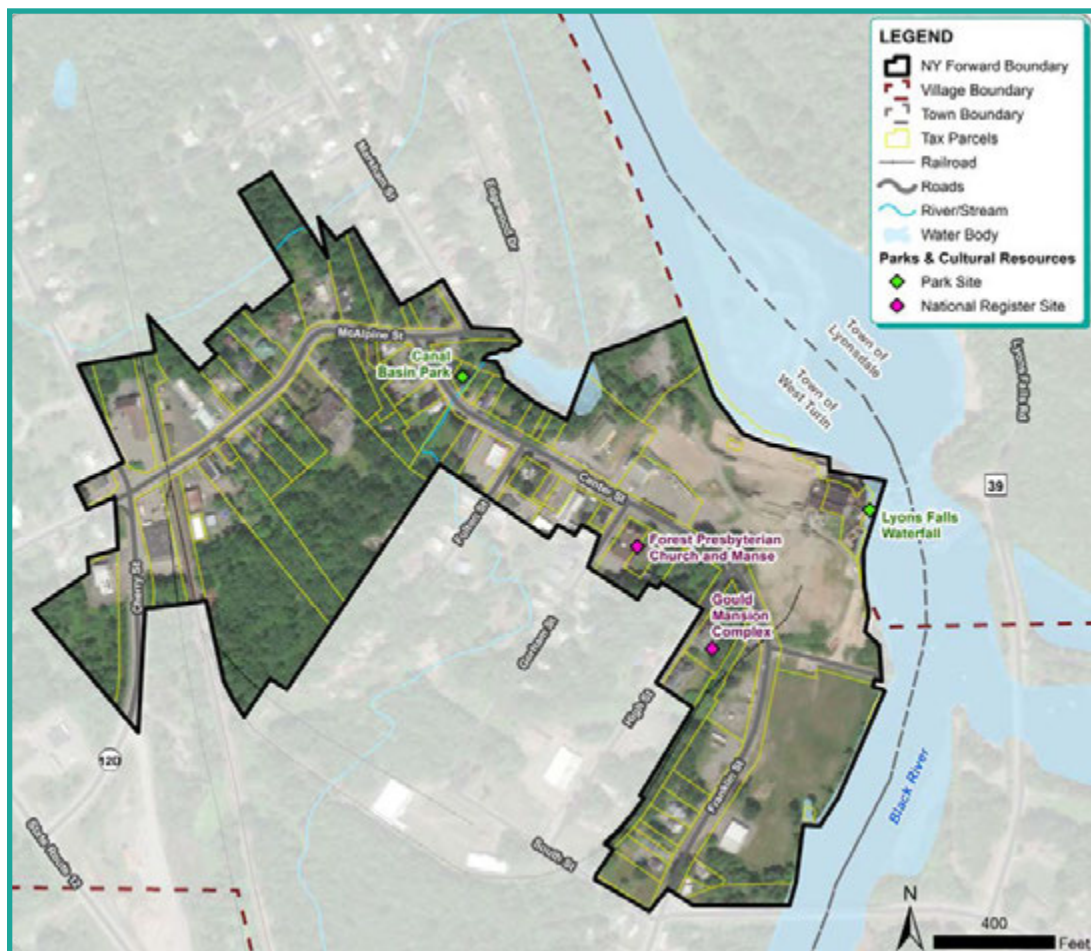


Figure I-10: Parks, Recreation, & Culture

Riverside Park

Riverside Park is located outside of the NY Forward study area, east of the Black River off Laura Street and provides over 50 acres of space for local festivals that occur throughout the year and events like the Lyons Falls Farmers' Market. The park features ball fields, a tennis court, a playground, a basketball court, a pavilion, and undeveloped forested land running along the Black River.

Lyons Falls Canoe Launch

The Lyons Falls Canoe Launch enables outdoor enthusiasts to access the upper Black River and lower Moose River for scenic vistas, swimming, fishing, and other recreational activities associated with the rivers. Other outdoor activities such as whitewater rafting and kayaking can be done on the more rapid segments of the rivers.

Canal Basin Park

Currently under development with the assistance of Lyons Falls ALIVE organization, this small parklet off Center Street is situated directly adjacent to the historic Black River Basin. There is an information kiosk and a seating area on the street level, leading to a set of stairs that follow down to the water below.

Lyons Falls Waterfall

Located on the Black River in the Village of Lyons Falls, is the regionally famous 70-foot waterfalls. This source has powered various mills and its confluence with the Moose River allows for two boat launches, one above the falls and one below.⁷

⁷ <https://nnywaterfalls.com/blackriver/lyonsfalls/>



Canal Basin Park along Center Street

Regional Recreational Opportunities

The Village of Lyons Falls is well situated to take advantage of numerous recreational resources. Proximity to these resources also presents an opportunity to attract visitors to Lyons Falls that may be seeking places to stay, eat or enjoy entertainment while vacationing.

Black River Blueway Trail

The Black River Blueway Trail is a small boat and paddling route along both the Black River and Black River Canal that promotes recreational opportunities and environmental awareness. The stretch of river between Lyons Falls and Carthage is a popular fishing destination.

Black River Scenic Byway

The Black River Scenic Byway is an automobile and bicycle route that runs along the Black River Valley. The route is 94 miles in length and runs along the connecting headwaters of the canal in the City of Rome with Black River Bay on Lake Ontario. This byway provides vehicular and cycling travelers with sweeping views of the Valley and connections to historic, cultural, and recreational features within the Valley, but also in the Tug Hill Plateau and Adirondack regions to the west and east, respectively.⁸

Tug Hill Plateau

The Tug Hill Plateau, located west of the Village of Lyons Falls, is a vast region of relatively undeveloped, topographically flat land that boasts of ample outdoor recreation opportunities ranging from kayaking to fishing to snowmobiling to ATV's. Snowfall totals 200 to 300 inches each year in the sparsely populated regions between Watertown, Rome, and Syracuse. This snowfall and the abundance of both motorized and nonmotorized groomed trails make the Tug Hill Plateau a popular destination for snowmobilers and cross-country skiers.

Lewis County Trails

Lewis County has over 600 miles of designated snowmobile trails. A few trails enter the Village of Lyons Falls as shown in **Figure I-11**. The trail network is a cooperative effort between Lewis County and private landowners.⁹ The trails are open to other off-highway vehicles (OHV's) than snowmobiles, such as all-terrain vehicles (ATVs), dirt bikes, and side-by-sides. Snowmobiling and ATVs are a large component of recreational activity within Lewis County. The trails run along State Route 12, making the Edge Hotel and Boondocks Restaurant popular venues for trail users. The County requires OHV trail permits for use of the trails. Permit funds are used to keep and expand the trails.



Boondocks Restaurant and Bar in Winter

⁸ Lyons Falls BOA – Black River Scenic Byway https://docs.dos.ny.gov/opd/bog/Lewis_County_Lyons%20Falls.pdf

⁹ Lewis County ATV Trail System https://www.riderplanet-usa.com/atv/trails/info/new_york_14195/ride_6461.htm

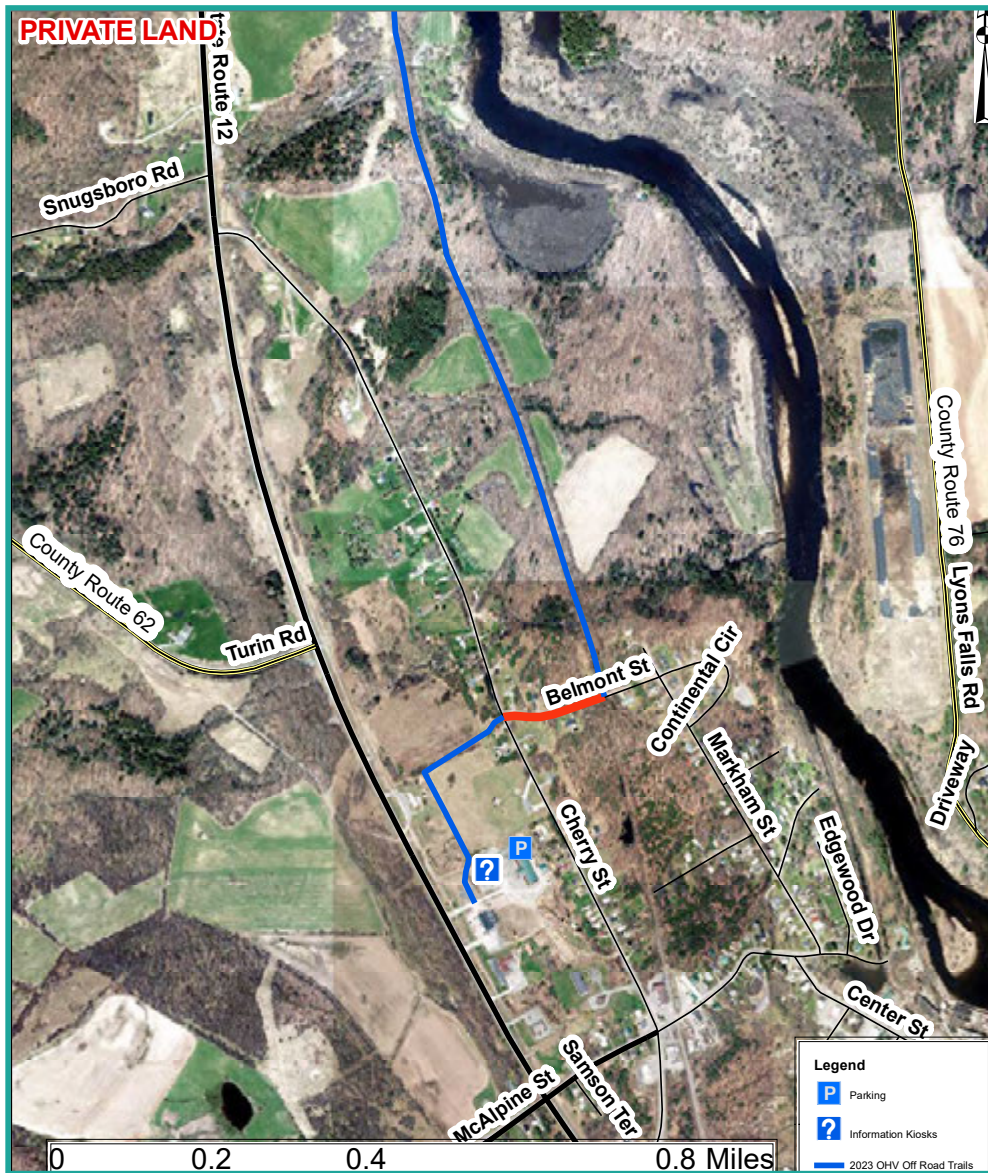


Figure I-11: A closeup of the Lewis County Trails that runs through the Village of Lyons Falls.



Lewis County Snowmobiling Trails in Winter. Photo Credit: Naturally Lewis.

Historic Resources

Most of the Village of Lyons Falls has been classified as an archaeologically sensitive area by the NYS Office of Parks, Recreation, and Historic Preservation (OPRHP).¹⁰ In addition, two sites within the NY Forward boundary area, the Forest Presbyterian Church and the Gould Mansion Complex, are registered on the National Register of Historic Places. The Village is also home to a turning basin from the Black River Canal, which was built in 1855, as well as a historic train depot built in 1903.

The Black River Canal facilitated the shipment of manufactured products within the Tug Hill Region, which progressed the settlement of the Village. The Black River Canal connected Lewis County at Lyons Falls and went approximately 35 miles south to the City of Rome where it joined with the Erie Canal. The Black River Canal was the longest-surviving feeder canal of the Erie Canal System, with segments remaining in use until circa 1920. The earliest railroads began to appear in the county in 1853, with the Utica and Black River Railroad reaching Carthage in 1871. This more efficient mode of transportation led to the decline of the Black River Canal, a transition that happened throughout New York State.¹¹

Within the Village but outside the study area are a number of additional sites that are listed as Historic Places, including the Pines, Wildwood Cemetery, and Mary Lyon Fisher Memorial Chapel.

Lyons Falls Museum

There are two museums within the Village of Lyons Falls. In 2010, the Lyons Falls History Association opened its museum. The museum operates out of Falls Pharmacy and showcases a collection of photographs, artifacts, and books important to the Village's history. In the fall of 2013, the Storms Bailey family donated their home off Laura Street to the Association. In 2014, an open house and dedication ceremony for the Storms-Bailey family was held. The Lyons Falls History Association diligently transformed the 1940s style home to a museum that preserves the memory of the Storms-Bailey family, Laura Street and the history of Lyons Falls.¹²



Storms – Bailey Home Museum

¹⁰ https://docs.dos.ny.gov/opd/boa/Lewis_County_Lyons%20Falls.pdf

¹¹ Black River Canal https://lewiscountyny.gov/wp-content/uploads/2023/07/Lewis-County-Comprehensive-Plan.pdf?highlight=comprehensive+plan&rt=MXwxfgNybXByZWlbnNpdnUgcGxhbWwNzAwMTU4MjMy&_rt_nonce=80cab7aa0

¹² Lyons Falls History Association <https://lyonsfallshistory.org/post.php?pid=2>



Forest Church

Forest Presbyterian Church

A National Register Historic site, the Church at 4109 Center Street has played a significant role within Lyons Falls for almost 200 years. The building is known for its eclectic mix of well-preserved gothic and shingle style architecture and is a centerpiece within the community. There is a thrift shop inside the church, Forest Finds, providing low cost, quality items by turning the surplus of society into a source to support the needs of the community.



Gould Mansion Complex

Gould Mansion Complex

This building off Main Street was once owned by Gordius H.P Gould (1848-1919), one of the wealthiest and influential men at his time. As previously mentioned, Gould was most known for owning the Lyons Falls Pulp and Paper Mill. He heavily shaped the economics and politics of the North Country region. The Gould Mansion Complex is a National Register Historic site and is located within the NY Forward study area.



Wildwood Cemetery

Wildwood Cemetery

Located along River Road, south of the NY Forward study area, the Wildwood Cemetery site is a significant part of Lyons Falls history due to the presence of the Lyons family, which was a prominent philanthropic family that was involved in business and politics. The Village is named after Mary Lyons' father, Lyman, who founded important milling and lumber operations in the area.



The Pines Estate

The Pines Estate

Located on the northern shore of the Black River, the Pines Estate was home to the Seger, Lyons, and Fisher families. These families were a prominent part of the economic and development of natural resources in Lyons Falls and beyond. The main house reflects the evolution of families over several generations.



Historic Center Street. Photo Credit: Lyons Falls History Association

Transportation Systems

Sufficient transportation networks are pivotal to pave the way for the effective movement of people, goods, and services. The Village of Lyons Falls is connected to larger municipalities like Utica, Rome, and Watertown through NYS Route 12. Further, Interstates 81 (West of Lyons Falls) and 90 (South of Lyons Falls) provide access to both large consumer markets in Syracuse and Albany, and to various destinations in the Central New York, Finger Lakes, and Western New York Regions.

The Village serves as a significant gateway and destination along the Route 12 Black River Scenic Byway and the Black River Blueway Trail. There are no airports with scheduled passenger services in the county, the nearest being Watertown Airport in nearby Jefferson County.

Traffic Volumes

Traffic volumes are the highest along NYS Route 12. North of Cherry Street, traffic volumes on NYS Route 12 are approximately 5,000 vehicles per day, and south of Cherry Street, traffic volumes are approximately 4,700 vehicles per day. All other roads within the Village experience low traffic volumes (approximately 2,000 vehicles per day or less).¹³

Beyond vehicle transportation, pedestrian infrastructure is a key aspect of a municipality's transportation network. A walkable community expands transportation options, has positive environmental and economic impacts, and health benefits.

Public Transport

Public transportation is operated by Lewis County and provides service Monday through Friday. Transportation Route 631 travels from the McManus Hotel in Lyons Falls to the Villages of Lowville and Constableville. However, the bus only stops at the McManus Hotel twice per day, once in the morning and once in the afternoon.

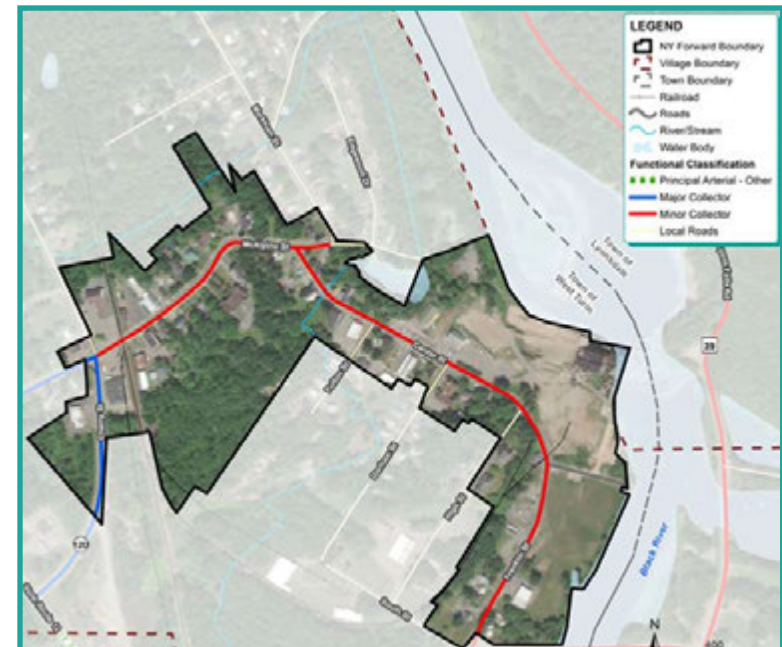
An ADA-compliant bus provides shuttle and public busing services from the Edge Hotel to Old Forge daily from early June through Labor Day weekend. This service was established to serve full-time seasonal workers at the water park and other businesses around Old Forge.

Lewis County Public Transportation (LCPT)

These bus routes are operated by Birnie Bus Service, Inc. and are a resource for community members who utilize the public bus system. LCPT offers convenient bus service from Port Leyden, Lyons Falls, Glenfield, Lowville, Croghan, Carthage, Deer River, and Copenhagen to the JCC Campus and Salmon Run Mall. The bus routes include:

- Fixed Route
- Utica Connector "College Connector"
- JCC Connector Route
- Fort Drum Circuit Route
- Old Forge Route

Figure I-12: Transportation



¹³ https://lewiscountyny.gov/wp-content/uploads/2023/07/FINALREPORT_LyonsFalls_Step3BOA_10.1719.pdf?highlight=village+of+lyons+falls&_rt=OHwxHfHZpbGxhZ2Ugb2YgbHlbnMgZmFsbHN8MTYSODkzMzU3NA&_rt_nonce=c497d490ab

Anchor Institutions

The Village of Lyons Falls benefits from a range of anchor institutions, most of them located in or within a few miles of the downtown. These anchors, provide jobs and cultural and recreational opportunities, offer essential services, and contribute to the quality of life in the Village.

Otis Technology

Otis Technology is the largest employer in Lyons Falls, with a workforce of approximately 150. Established by a local family in 1985, the company produces innovative gun cleaning equipment and accessories for the U.S. military, law enforcement, and sport shooters worldwide.

Black River Valley Natural

Black River Valley Natural (BRVN) is a micro-creamery and producer of small-batch artisanal foods founded in 2018. It was the first business to invest and create jobs on the former Lyons Falls Pulp and Paper Mill site. BRVN purchases milk from local farms to produce high-quality dairy products, including creamline milk, sweet cream and flavored butters, cheese curds, and yogurt. It has also expanded into non-dairy products, such as granola, hummus, sauerkraut, and more. BRVN currently employs eight individuals.

Kruger Energy

Northbrook Lyons Falls, LLC (NBLF) is the owner of the Kosterville and the Gouldtown hydro facilities on the Moose River and of the Lyons Falls Mill hydro facility on the Black River. The three facilities are operated by an affiliate of Kruger Energy Inc. that specializes in the development, management and operation of renewable energy facilities in the United States and Canada.¹⁴ Representatives from Kruger Energy Inc. meet with Lewis County and local officials regularly to discuss any Federal Energy Regulatory Commission (FERC) amendments, redevelopment plans, and the permitting process for the hydroelectric plant. NBLF has proposed redevelopment of the Lyons Falls facility to increase its efficiency and

the overall energy output of the development. NBLF has committed to develop and implement a Construction Soil Erosion and Sedimentation and a Temporary Emergency Action Plan including standard best-management practices to address sediment and erosion control during construction and final stabilization in accordance with NYSDEC technical guidance; develop and implement an Aesthetic Resources Plan to avoid or minimize disturbance of existing visual resources associated with the proposed redevelopment; and if necessary, develop an avoidance, protection, and/or mitigation plan for historic properties.¹⁵

The Edge Hotel, Boondocks Restaurant, and 3 Willows Event Center

Located at 3950 and 3952 State Highway 12, the Edge Hotel opened in 2002 and has a total of 65 rooms and is one of two hotels in Lewis County. In 2010, the family established Boondocks Restaurant and Bar, which has become a popular visitor destination, especially during the winter months. Most recently, 3 Willows Event Center opened in 2020 to attract large events and conferences to the area.



3 Willows Event Center

¹⁴ <https://www.lyonsfallshydro.com/about-north-brook/>

¹⁵ https://www.lyonsfallshydro.com/wp-content/uploads/2015/03/Lyons-Falls-Joint-Agency-Public-Meeting-Presentation_20150305.pdf

Environmental Resources

Lyons Falls is located at the confluence of the Moose and Black Rivers, which supports both recreation and commercial activities within the NY Forward boundary area. The Village is also surrounded by several state parks and county resources that provide residents and tourists with ready access to outdoor recreation opportunities. Lyons Falls is located three-miles west of the Adirondack State Park boundary and is about 12 miles southeast of the scenic Whetstone Gulf State Park.

Moose River

Due to its frequent rapids, the Moose River is popular among whitewater rafters, kayakers, and canoeists. The Moose River originates in the area surrounding the Fulton Chain of Lakes and Old Forge in Adirondack Mountains. The river reaches its terminus at Lyons Falls where it drains into the Black River.

Black River

Both the Moose and Black River are categorized as Class C waterbodies by the NYS DEC, indicating that the best use for these waters is fishing. The Village is the transition point between the upper and middle segments of the Black River. The Black River stretches 125 miles from its origin in central Herkimer County to where it empties into Lake Ontario.

Tug Hill Plateau

The Tug Hill Plateau is one of the few examples in the eastern United States of a distinct, large plateau with an area of 2,100 square miles. The Plateau is between Lake Ontario, Oneida Lake and the Black River. Lyons Falls is among the many villages and Towns that are scattered throughout the plateau. According to the 2009 Lewis County Comprehensive Plan, the plateau's location on the eastern end of Lake Ontario causes it to be the most substantial lake-effect snow location in the country.

Wetlands

The Village of Lyons Falls does not contain any significant environmental features to be protected by New York State Department of Environmental Conservation (NYSDEC) regulations. However, there are approximately 0.85 acres of Federal Wetlands identified by the National Wetlands Inventory. These areas are primarily along the Black River and are depicted in green in **Figure I-13** on the following page.

Flood Zones

Areas along the shore of the Black River are within a FEMA 100-year flood zone, and account for approximately 10% of the study area (see **Figure I-13**). According to the Lewis County Hazard Mitigation Plan Update 2020, the Village has an inter-municipal agreement with the Lewis County Codes Department. The County Codes Department assumes the responsibilities of floodplain administration with the assistance of the mayor, Village Board, and Village DPW.¹⁶ Additionally, a degraded and in some cases absent stormwater drainage system contributes to flooding in the Village.

Steep Slopes

Steep slopes are areas where the land grade is greater than 15%. These areas have the potential to contribute to erosion and constrain development activities. Approximately 25% of the Lyons Falls NY Forward study area consist of steep slopes. These area are depicted in brown on **Figure I-13**.

¹⁶ Lewis County Mitigation Update https://lewiscountyny.gov/wp-content/uploads/2023/01/Hazard-Mitigation-Plan.pdf?highlight=lyons+falls&_rt=NnwxfGx5b25zIGZhbGxzfDE2OTkwMjM5Mzk&_nonce=3bb4b7dc6a

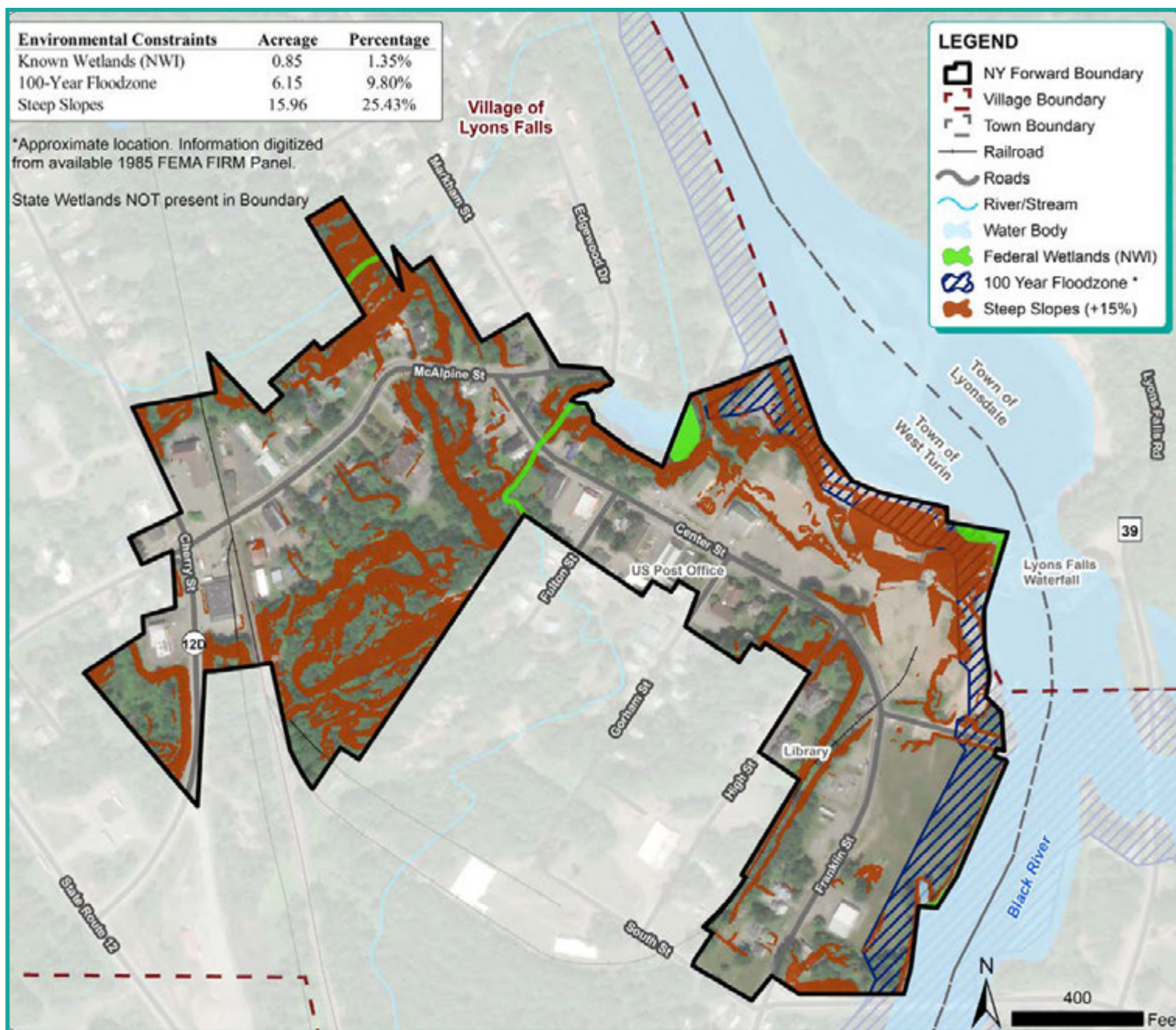


Figure I-13: Environmental Constraints

ECONOMIC TRENDS AND OPPORTUNITIES

Housing Market Opportunities

Housing in Lyons Falls, as in many parts of Lewis County, is generally older, with nearly 90% of all housing units constructed prior to 1970. While these homes often add to the historic character of the community, they can also be a burden for owners who lack the financial resources or the physical ability necessary to maintain them. The supply of rental housing in the Village is limited, leaving few options for low- to moderate-income households and individuals aged 65 and over aside from a very small number of subsidized units. The creation of additional housing in Lyons Falls, especially for senior residents who make up more than a quarter of the population, would benefit those in need of rental housing. It could also free up owner-occupied homes for households and families looking to purchase a residence in Lewis County.

Tourism Market Opportunities

According to the annual report, Economic Impact of Tourism in New York State, visitor spending in Lewis County across a diverse range of sectors (lodging, food, seasonal second home spending) grew to \$53.6 million in 2021. After declining in 2020 due to the pandemic, visitor spending increased 36% to reach 118% of 2019 levels, underscoring travelers' ongoing interest in outdoor recreation.

Spending on lodging and food and beverages, which accounts for 50% to 75% of the traveler spending in most parts of the Adirondacks, accounted for less than 30% of traveler spending in Lewis County. Most of the money spent in Lewis County went towards seasonal and second homes. As a result, tourism activity generated \$4.1 million in local taxes, the smallest amount of any county in the region. This represents a missed opportunity, one on which the Village of Lyons Falls is well-situated to capitalize.

Lyons Falls has a rich history and valuable scenic and environmental assets. Located at the confluence of the Moose and Black Rivers, the Village has a strong connection to the natural environment and has the potential to become a destination for four-season recreation and adventure tourism. The rivers, the falls, public parks and trails, and the nearby Adirondack Mountains and Tug Hill Plateau make the area an ideal location for fishing, kayaking, canoeing, whitewater rafting, hiking, cross-country skiing, snowmobiling, and many other activities. Lyons Falls is also part of the 94-mile Black River Scenic Byway (Route 12) and the Black River Blueway Trail.

A 2011 Strategic Tourism Report noted that tourism in Lewis County occurs primarily during the winter season (snowmobiling, cross-country skiing, maple sugaring, etc.). Goals were established to expand tourism opportunities to include the remaining three seasons. An inventory of tourism amenities and attractions included 66 accommodations facilities including bed and breakfasts, motels, and campgrounds; 40 food service facilities, including full service and part-serve; 12 museums, attractions, historical societies, and wineries; and 33 recreational activities. The County operates a Recreation, Forestry, and Parks Department, which is responsible for the County's popular ATV Trail System. The 11th Annual Lewis County Survey of the Community noted that 66% of adult respondents in the County felt that tourism was very important in Lewis County and 83% of adult respondents felt the County should financially support marketing and promotions to increase the local tourism economic impact (SUNY Jefferson 2017).¹⁷

¹⁷ <https://lewiscountyny.gov/wp-content/uploads/2022/10/2020-Lewis-County-Hazard-Mitigation-Plan.pdf>

To better leverage these assets and strengthen the Village's burgeoning tourism industry, additional amenities and attractions are needed in Lyons Falls. The 2019 Lyons Falls New York Brownfield Opportunity Area Implementation Strategy recommended expanding lodging options in the Village to include campgrounds and RV parks that would serve both adventure-seeking visitors and retirees, allowing them to spend more time and money in the area. It also called for the development of diverse shopping and dining options targeted to tourists engaged in both motorized and non-motorized recreational activities.

Along with enhancing the visitor experience, actions to promote more spending are a key component of a tourism development strategy. Attracting more businesses would help Lyons Falls fill vacant buildings downtown and increase opportunities for visitor engagement and spending.

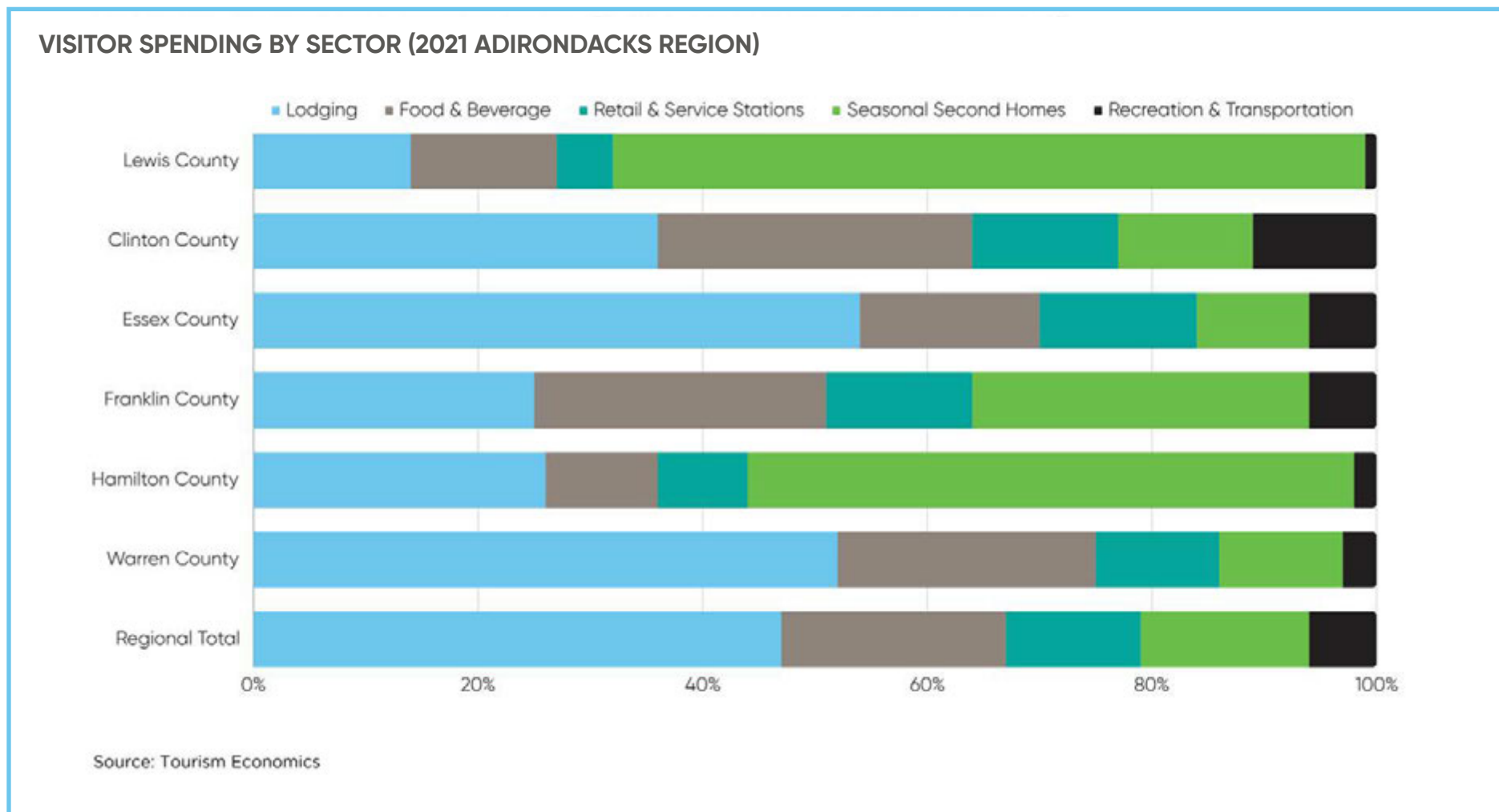


Figure I-14: Visitor Spending by Sector, 2021, Adirondacks Region. Source: Tourism Economics.

Vacant and Underutilized Space

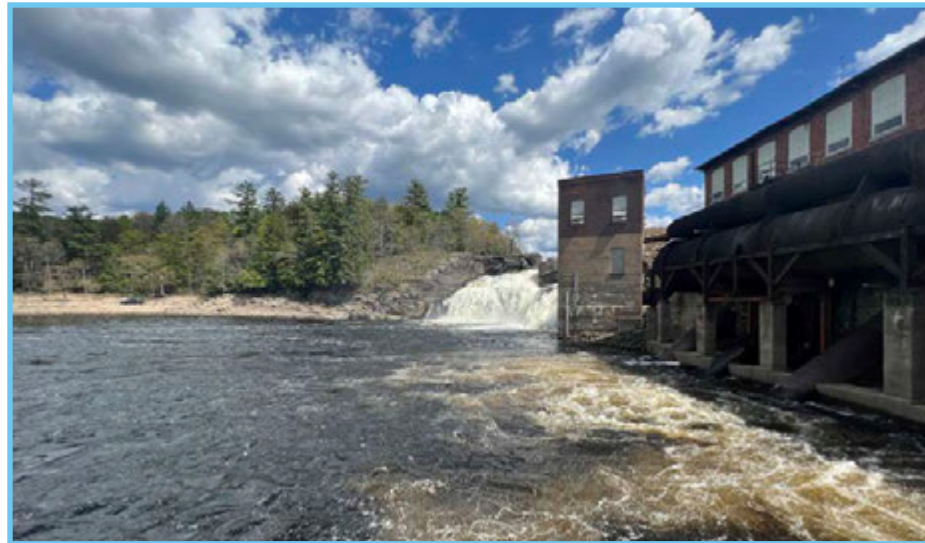
The Village of Lyons Falls NY Forward study area has multiple underutilized buildings that represent opportunities for redevelopment and reuse. Properties listed for sale or for lease (as of 2023) are shown in the [Table I-8](#) below. Some of these properties are ready for occupancy, while others require improvements.

| Table I-8. Housing Units and Tenure | | | |
|-------------------------------------|--------------------------|---------|---|
| Land Use | Address | Acre(s) | Notes |
| Former Alaskan Oil/Marino's Pizza | 6793 McAlpine St | 0.22 | Under private ownership, Underutilized |
| Agway/Depot | 6819 McAlpine St | 1.08 | Under private ownership, Underutilized, Contains former train station + 9,000 sq. ft building |
| Former Lyons Falls School | 6832 McAlpine St | 4.5 | Owned by Lewis County, Proposed NY Forward Project, Vacant |
| Former Pulp & Paper Mill Site | 4012 Center St | 9.4 | Owned by the LCDC, Proposed NY Forward Project, Vacant |
| Former Agway Site | East side of Franklin St | 1.06 | Under private ownership, Vacant, Active NYSDEC Spill Site |

Source: Lyons Falls BOA Step 3 – Implementation Strategy, 2019



Lyons Falls Historic Train Depot



Former Pulp & Paper Mill Site

SYNTHESIS OF TRENDS, CHALLENGES AND OPPORTUNITIES

Based on an assessment of Lyons Falls' existing conditions with respect to its economy, infrastructure, demographics, and its physical setting, three key themes emerge as important factors in local revitalization efforts – the environment, history, and year-round recreation.

Environment

Once commercially dependent on natural resources, these natural resources now offer a unique and tranquil experience for residents and visitors, adapting to changes in local industry.

The wild and plentiful natural resources of the past that served the Village from its earliest days, (wood, water, power, and agriculture) are no longer in major utilization as local industry, however they still position the Village in a unique way for residents and visitors. Lyons Falls, and demonstrably the NY Forward study area, offer incomparable views and experiences of the rivers, the falls, the trails, and the tranquil municipality.

Though no longer used by the paper mill, which left a significant hole in the physical and economic landscape of the area, the falls provides power for a modern hydroelectric facility as well as a unique scenic asset. Additionally, Lyons Falls' proximity to agricultural lands presents an opportunity to capitalize on the area's natural resources. The Village is home to a small number of local farmers that work land outside of the study area, however a local woman-owned and veteran-operated hydroponic farm (Humblee) dedicated to cultivating a fresh variety of vegetables has recently opened at 4012 Center Street (within the NY Forward study area); this farm has adapted to the current Village environment and operates out of a 40 by 8 by 10-foot shipping container.

The Village is also part of the concerted regional efforts related to the Black River Scenic Byway (Route 12) and the Black River Blueway Trail. The Black River Scenic Byway is a 'gateway' byway and is one of 14 scenic byways in the Adirondack North Country. Scenic byways link communities along a scenic vehicular route by a theme, which in this instance is the beauty and

functionality of the Black River. Lyons Falls is tucked away, situated along the adjacent rivers, off NYS Route 12, and the community does contend with issues related to visibility, however it does enjoy a certain attractive seclusion and peace from the busy state roadway for those looking to experience the outdoors in a more peaceful way.

Future development should be linked to the natural environment of Lyons Falls and recognize the significant natural and scenic assets of the community, and how they contribute to the Village's identity.

History

Rooted in industrial history and cultural heritage, the Village preserves its legacy through ongoing traditions and preservation efforts, embracing redevelopment and revitalization under the NY Forward process to secure its future.

The rich history of the region is evident within Lyons Falls – it is a community built on its predecessors' successes and hardships, that honors its legacy, and maintains the character of its past while embracing redevelopment and revitalization. Most of the Village has been classified as an archaeologically sensitive area by the NYS Office of Parks, Recreation, and Historic Preservation. In addition, two sites within the study area, the Gould Mansion Complex (1904) and the Forest Presbyterian Church (1894) are included on the National Register of Historic Places. The Village's location on the Black River enabled the Lyons Falls Pulp and Paper Mill to operate on the High Falls site for 100 years until its closure in 2001. This Village once surged with industry, trade, and people. Prominent New York families called Lyons Falls their home and there are numerous heritage lines that remain intact and present to this day.

The Village calls back to the history and memory of what it once was through traditions and preservation efforts. The dedicated History Association and Lyons Falls ALIVE organization keep the past vibrant, giving people opportunities to explore the history and remember. Continued preservation efforts, coupled with thoughtful revitalization strategies will enhance the work that has already been undertaken and shore up Lyons Falls' future.

Year-Round Recreation

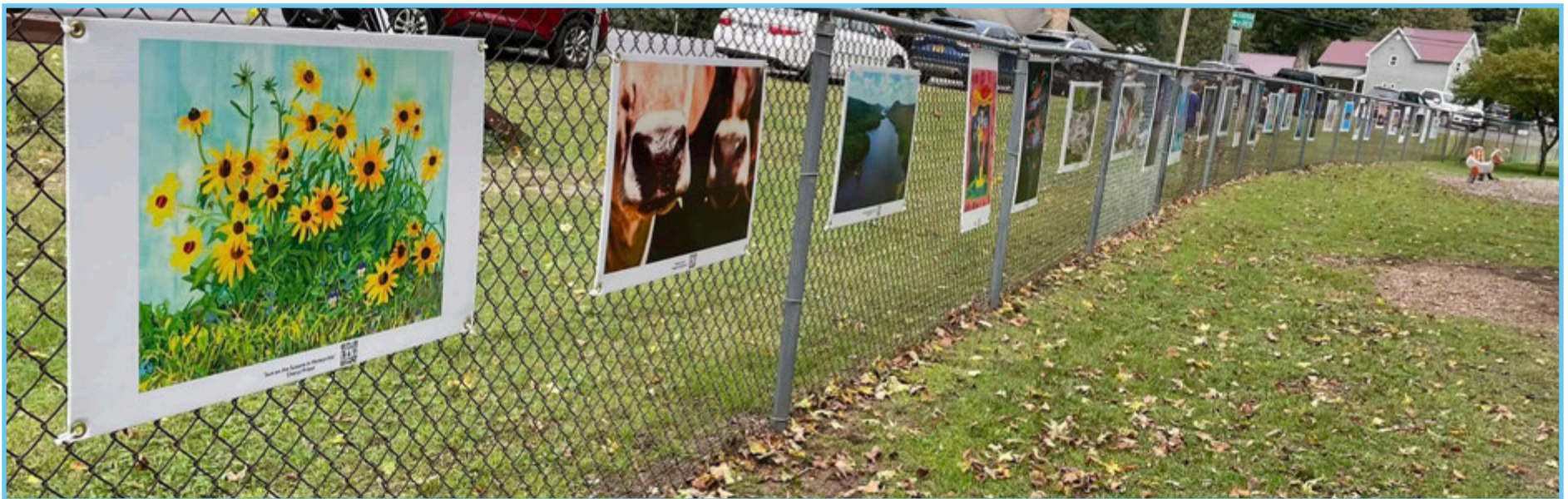
Highlighting adventure tourism, the Village seeks to attract visitors and retain residents through diverse year-round activities, with an emphasis on supporting downtown development and creating future opportunities.

Adventure tourism is quickly becoming a key industry for the Tug Hill region year-round. It is the express intention of the Village to bolster multi-seasonal activities that attract visitors and retain residents to Lyons Falls. The promotion of activities is paramount to its success.

The Black and Moose Rivers feature ideal waters for fishing, kayaking, canoeing, and whitewater rafting in the warmer months. The NYS Department of Environmental Conservation (DEC) annually stocks the waterway with brown and rainbow trout, and anglers can find warm water fishing downstream from Lyons Falls. Riverfest in Lyons Falls brings residents and visitors to the Black River for kayak paddling and community entertainment.

Winter brings significant snowfall to the region making Lewis County a magnet for snowmobile, hunting and cross-country enthusiasts. ATV usage is prominent year-round and is an economic driver regionally, but also locally in Lyons Falls through the trail network.

Recreation and tourism are on the rise in the County and trades associated with tourism, such as lodging, food service, and retail generate comparable employment to industry. Lyons Falls is currently home to unique lodging options and will be a prime location for further downtown investment to support additional year-round recreation efforts. Increasing public access to the waterfront and falls and developing an overall sustainable “adventure” tourism-based economy will continue to create future development opportunities within the downtown area.



Art in the Park. Photo Credit: Lyons Falls ALIVE

SECTION II

COMMUNITY VISION, GOALS AND REVITALIZATION STRATEGIES



Community Vision, Goals and Revitalization Strategies

The Village of Lyons Falls is primed for revival and is prepared to build on the momentum already developing in the downtown. Lyons Falls has been through a common economic cycle- a boom and a bust. The Village has weathered years of sustained economic depression, the deterioration of architectural assets and landscapes and the blighting of several downtown properties- but the community has found the resolve with an infallible commitment to envision a better future.

The dedicated NY Forward Local Planning Committee (LPC) has developed both a downtown vision and a set of goals and strategies to guide its work within the NY Forward area. Through a series of committee meetings and public workshops, the LPC, key stakeholders and members of the public shared feedback and helped to shape a targeted approach towards addressing ongoing opportunities and challenges.

The subsequent vision, goals, and revitalization strategies summarize the community's ambitions for downtown revitalization and should steer project implementation and future planning efforts. The LPC identified four primary goals for downtown revitalization, each supported by a set of revitalization strategies that are reflected in the final slate of proposed projects.



Center Street, Lyons Falls, NY. Photo Credit: Wandering Vistas



Vision

Downtown Lyons Falls will be an active, economically vibrant, and historically preserved, four-season community connected to recreational amenities. Building on the Village's access to employment centers, the natural features of the Moose and Black Rivers, activated parks and trails, a revitalized Mill site, the beauty of the Falls, and rich local history, Lyons Falls will be inviting for all.





GOAL 1. ADVANCE AN ECONOMIC RENAISSANCE

Support existing industry and small businesses while committing to attractive, transformative investment.

STRATEGIES:

- **Encourage a mix of amenities, services, and commercial activities to support a vibrant Downtown by expanding the range of goods and experiences available in Lyons Falls.**
- **Expand efforts to highlight existing businesses and resources to Lyons Falls residents and visitors.**
- **Attract and support new business opportunities in the downtown.**



GOAL 2. EXPAND CONNECTIVITY AND ACCESS OPPORTUNITIES

Activate the downtown with distinctive wayfinding, placemaking, and infrastructure.

STRATEGIES:

- Increase regional recognition of Lyons Falls' resources through distinctive and strategic signage and branding.
- Maximize elements of the public right-of-way on Center and McAlpine Streets to enhance the Downtown experience for residents and visitors.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls.



GOAL 3. ALWAYS A DESTINATION

Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.

STRATEGIES:

- **Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.**
- **Promote a multi-season slate of outdoor recreation activities to strengthen the local economy.**



GOAL 4. CELEBRATE HISTORY AND ENVIRONMENT

Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.

STRATEGIES:

- **Balance preservation of valued historic resources with targeted improvements that catalyze appropriate development.**
- **Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within Downtown.**

SECTION III

PUBLIC ENGAGEMENT



Public Engagement

INTRODUCTION

Comprehensive public engagement is essential to the success of downtown revitalization efforts. The Village of Lyons Falls and the NY Forward Local Planning Committee (LPC) were committed to ensuring that a broad range of public input informed the development of the NY Forward plan. Throughout the duration of the planning process, the Village, LPC and the project team received feedback and insight from a variety of stakeholders, including business owners, residents, landowners, and Village staff.

To guide the public engagement process, an engagement plan was developed, outlining the engagement methods to be utilized over the course of the NY Forward process. Throughout the NY Forward planning process, the LPC met monthly, and the public had continuous access to relevant NY Forward materials via a project website.

The following engagement activities took place during the planning process:

- Project Website
- Monthly LPC meetings
- Call for Projects
- Lewis County Fair Informational Pop-Up
- Lyons Falls Farmers' Market Informational Pop-Up
- Community Survey
- Stakeholder Group Discussions
- Public Engagement #1
- NY Forward Project Questionnaire
- Public Engagement #2
- Online Project Gallery
- In-person Project Gallery



Public Engagement #2

CONTINUOUS OUTREACH

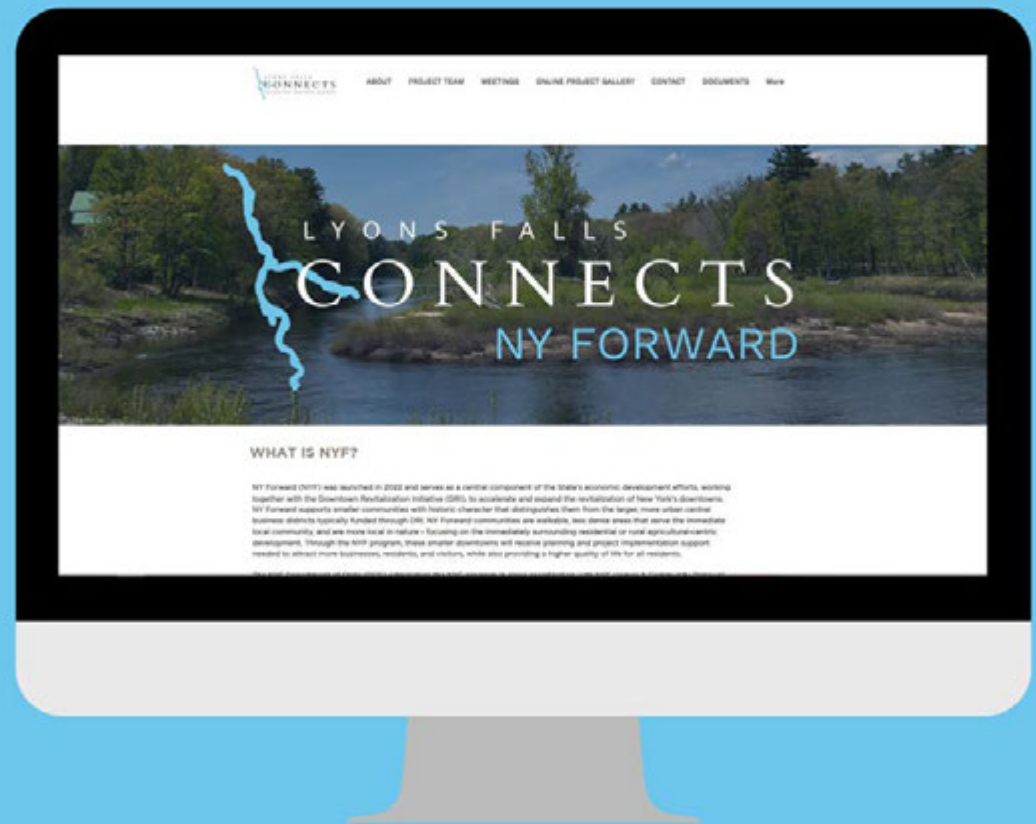
Project Website

A project website was launched to serve as an accessible repository for NY Forward related information and announcements. Members of the public were able to review materials such as meeting materials and summaries via the website. The site publicized and facilitated access to surveys and questionnaires, and featured an online comment form, which allowed for written public input throughout the entirety of the NY Forward planning process. The project website was shared by numerous local organizations via social media and also appeared on all official press releases and informational flyers.

Lyons Falls NYF Website

During the Lyons Falls NYF process, a dedicated website was utilized to share information with the public:

www.lyonsfalls-nyforward.com





Core Team Kick Off Meeting & Project Tour



Core Team Kick Off Meeting & Project Tour

ENGAGEMENT

Local Planning Committee (LPC)

The LPC consisted of local and regional leaders, stakeholders, and community representatives. As the steering body of the process, the LPC met regularly to brainstorm ideas, provide direction to the consultant team, review planning products, discuss potential projects, and prioritize actions. The LPC worked with the consulting team, state representatives, and key municipal representatives to guide and direct the establishment of a community-based vision for revitalizing downtown Lyons Falls and the development of the Strategic Investment Plan.

LPC Members

- **Donna Dolhof** – LPC Co-Chair, Village of Lyons Falls, Mayor
- **Michele Ledoux** – LPC Co-Chair, CCE of Lewis County/REDC Member
- **Michael Bradish** – Village of Lyons Falls
- **Brittany Davis** – Naturally Lewis
- **Anne Huntress** – Lyons Falls Alive/South Lewis Central School
- **Mike Hurilla** – Boondocks Restaurant/3 Willows Event Center/The Edge Hotel
- **Megan Krokowski** – Lewis County Planning
- **Jonathan Miller** – Lewis County Historical Society
- **Roger Williams** – Level Up Power Fitness Center

Local Planning Committee (LPC) Meetings

Five LPC meetings were held during the NY Forward process to keep LPC and community members informed of NY Forward-related developments and milestones. All of the LPC meetings were open to the public. Meeting summaries and presentation materials were made available to the public via the project website. LPC meetings included:

LPC Meeting #1, June 16, 2023: The first LPC meeting provided an overview of the NY Forward program and the role of the LPC. Topics covered in this meeting included roles and responsibilities, project schedule and scope, community engagement, and the confirmation of the Village's downtown vision and NY Forward boundary. The LPC also discussed challenges and opportunities encountered in the revitalization of Lyons Falls downtown.

LPC Meeting #2, July 12, 2023: LPC Meeting #2 covered topics including an overview of the engagement activities including the call for projects, downtown profile, and a discussion of the vision and goals.

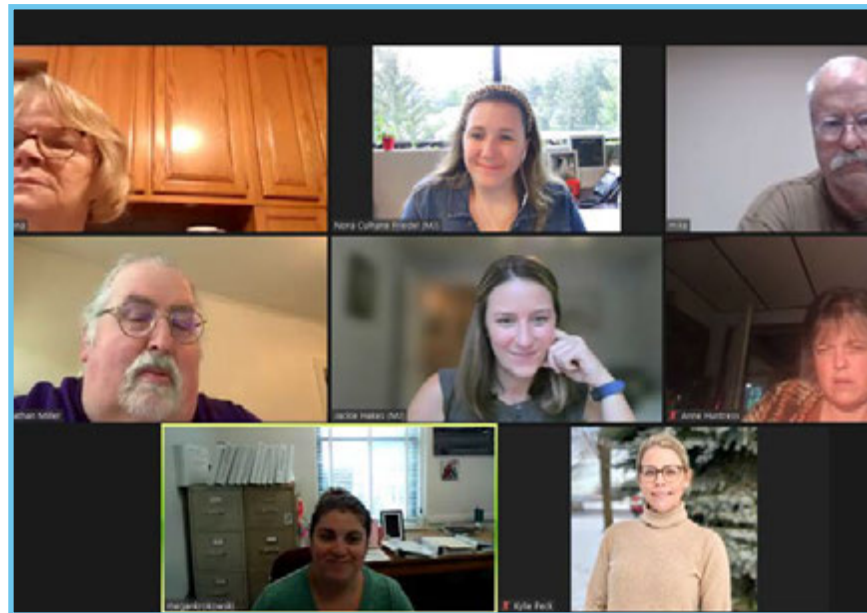
LPC Meeting #3, August 9, 2023: The third LPC meeting consisted of an update to the LPC on public engagement activities, a further discussion of goals and strategies, and a discussion of the initial projects list.

LPC Meeting #4, September 13, 2023: At LPC Meeting #4, the LPC discussed the refined projects list and the State and the consultant team provided LPC evaluation guidance. The LPC reviewed a community engagement update and considered finalizing the strategies.

LPC Meeting #5, October 18, 2023: Topics covered during the fifth LPC meeting included updates on individual projects, as well as a discussion of the refined projects list and confirmation of the final slate of projects. Directly following LPC Meeting #5, committee members voted on the proposed slate of projects to be recommended for NY Forward funding consideration.



LPC Meeting #1



LPC Work Session

A flyer for the Lyons Falls Community Survey. The top left features the 'LYONS FALLS CONNECTS NY FORWARD' logo with a blue outline of the village. To its right is the 'NEW YORK STATE OF OPPORTUNITY' logo and the 'NY Forward' text. The background is a photograph of a community event with people sitting at picnic tables outdoors. Overlaid on the image is a large blue speech bubble containing a megaphone icon and the text 'COMMUNITY SURVEY'. Below this, a dark blue banner reads 'NOW OPEN'. At the bottom left, a white box contains the text 'Help transform downtown Lyons Falls! Complete the online survey: www.research.net/r/LyonsFalls'. To the right of this text is a QR code. At the bottom center, a blue box displays 'COMMUNITY SURVEY GATHERED 58 UNIQUE RESPONSES'.

Call for Projects

The LPC and its State partners issued a call for projects on June 23, 2023. Potential project sponsors could access the official call for projects form via the project website and project sponsors could submit until July 31, 2023. Both digital and hard copy submissions were accepted. To assist potential project sponsors and address application questions, the consultant team held an office hours event on July 17, 2023 at the Lyons Falls Free Library and two virtual office hour events on July 5, 2023 and July 6, 2023.

Community Survey

An online survey to gauge the values and vision of the community was conducted from July 17, 2023 to August 4, 2023. The survey was promoted via social media posts by the Village of Lyons Falls and hard copies were made available and utilized at the Lyons Falls Free Library and the Village offices. The survey gathered input from 58 unique respondents.

Stakeholder Group Discussions

Group stakeholder discussions were held to gather detailed input from individuals with a unique perspective on local resources, projects and programs. These discussions also established avenues for relaying input to and from constituencies represented by the various stakeholders in attendance. The stakeholder meetings took place in the community room of the Lyons Falls Free Library on October 11, 2023. This effort included a facilitated discussion that focused on a particular topic area relating to the downtown and the greater community. Stakeholder groups included community organizations and businesses.

Public Engagement #1



Public Engagement #1



Public Engagement #1

The event, which was held on July 17, 2023, informed the public about the NY Forward program and process and gathered input concerning the vision and goals of the community.

Public Engagement #2

This public meeting, which was held on October 11, 2023, provided an update on the NY Forward schedule and provided a list of preliminary projects for public review. The event featured a presentation of key details for each project under LPC consideration as well as access to the project team to ask questions and provide comments.

NY Forward Project Questionnaire

To further gauge public support for project proposals under consideration by the LPC, a NY Forward project questionnaire was launched on October 5, 2023. The NY Forward project questionnaire was accessible via the project website as well as printed hard copies until October 13, 2023. Respondents were able to view individual project details for each proposal and could indicate the degree to which they supported the proposals. The questionnaire concluded with an open-ended prompt for additional thoughts or comments. The questionnaire generated a total of 35 responses.

QUESTIONNAIRE GENERATED

35

TOTAL RESPONSES

How transformative do you think this project is to Downtown Lyons Falls?

| Project Name | High | Medium | Low |
|--|------|--------|-----|
| Renovate Dolhof Hardware Facilities to Upgrade Customer Experience | | | |
| Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill | | | |
| Stabilize Historic Lyons Falls Elementary School for future Redevelopment | | | |
| Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements | | | |
| Establish a Fund to Enhance Revitalization in Downtown Lyons Falls | | | |
| Develop Marketing and Branding for Downtown Lyons Falls | | | |
| Expand Black River Valley Natural Cheesemaking Facility Capacity * | | | |
| Revitalize the Village Square Building as a Downtown gateway business * | | | |

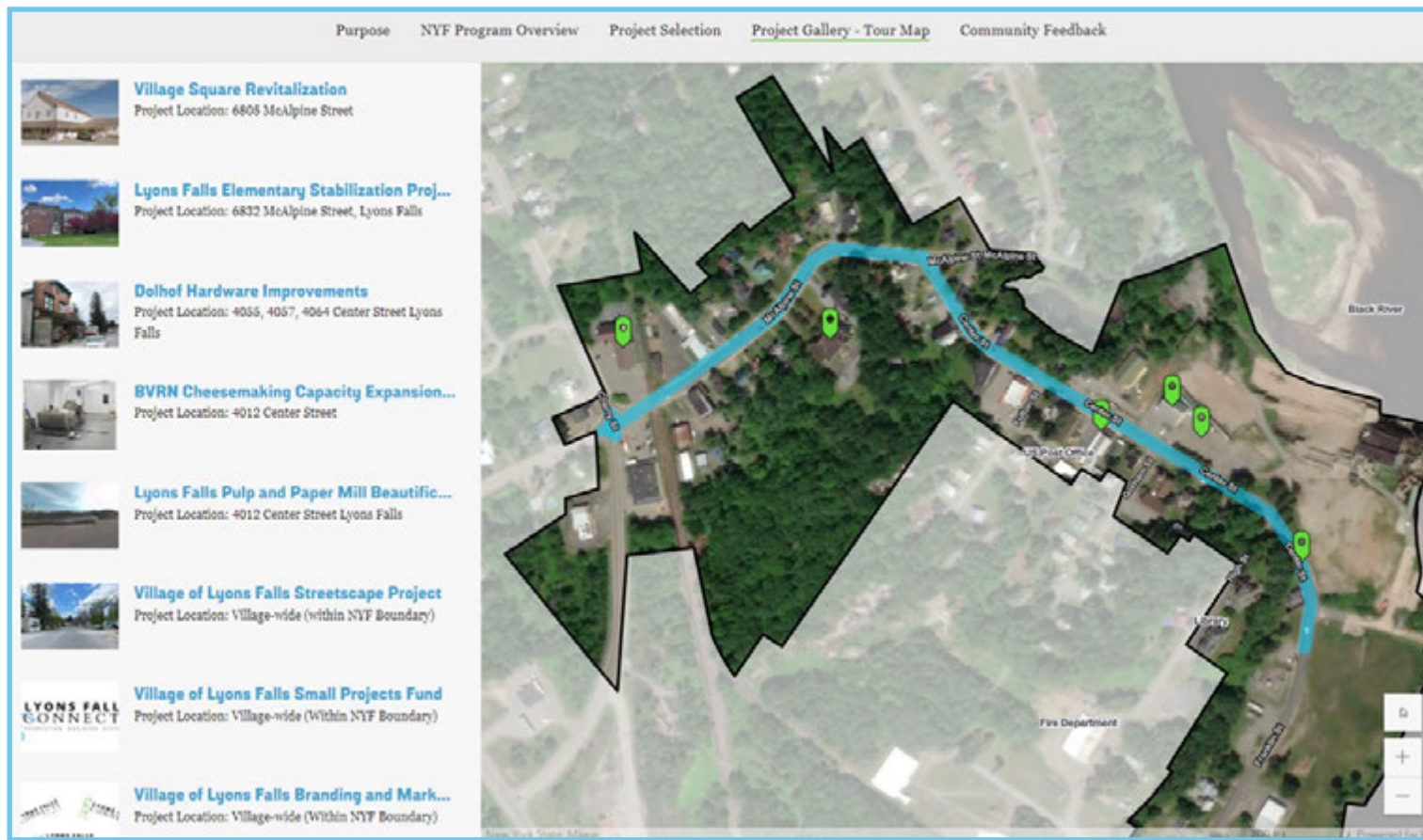
** This project has been identified by the Local Planning Committee as needing additional information for review.*

Questionnaire Results

NY Forward Project Gallery

Community members were invited to tour an online project gallery, with an opportunity to provide open-ended feedback on projects being evaluated by the LPC. The project gallery consisted of an ArcGIS Story Map, which allowed visitors to review project details, project description, proposed NY Forward funding request, location within the NY Forward boundary, and more. The project gallery was accessible via the project website. All public input generated from the project gallery was transmitted to the LPC for review in advance of the fifth and final LPC meeting. The online project gallery garnered 225 online views.

The project team also prepared an in-person project gallery with boards posted at the Lyons Falls Library for over a week leading up to the final public engagement effort for community members that prefer in person engagement.



ONLINE PROJECT
GALLERY GARNERED

225

ONLINE VIEWS

Online Project Gallery Map

SECTION IV

PROJECT PROFILES



Project Profiles

As an initial phase in the NY Forward process, the Village of Lyons Falls NY Forward Local Planning Committee (LPC) issued a [Call for Projects](#). 24 project proposals were received, totaling over \$15 million in total project costs and \$12.5 million in requested NY Forward funding. The number of proposed projects and amount of proposed investment indicates the level of interest from businesses, property owners and community members to revitalize Downtown Lyons Falls.

The LPC applied 30 evaluation factors when reviewing projects based on alignment with state and local goals, project readiness, catalytic effect, cost effectiveness, co-benefits, and public support to assist in identifying projects that best meet the goals of the Lyons Falls NY Forward and have the greatest potential to serve as catalysts for additional investment. Through a series of LPC meetings and a variety of public engagement activities, the LPC identified six projects to recommend for NY Forward funding consideration, representing a combination of public and private investment. The LPC identified one additional pipeline project as a future development priority for the Village of Lyons Falls.



Figure IV-1: Project Location Map

Project Summary Table

| Project Number | Project Name | Project Description | Project Sponsor | Estimated Project Cost | NYF Funding Request | Funding Sources | Anticipated Implementation | |
|----------------|--|--|--------------------------------------|------------------------|---------------------|---------------------------|----------------------------|-------------|
| | | | | | | | Start Date | End Date |
| 1 | Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill | Redevelop a vacant and underutilized former mill site into a public space with the addition of green space, public seating areas, and a river overlook. | Lewis County Development Corporation | \$200,000 | \$150,000 | NY Forward, Sponsor Funds | Summer 2024 | Spring 2026 |
| 2 | Stabilize Historic Lyons Falls Elementary School for Future Redevelopment | Stabilize and prepare building to allow potential future private development through roof replacement, removal of debris, and hazardous material abatement. | Lewis County | \$948,000 | \$684,000 | NY Forward, Sponsor Funds | Spring 2024 | Winter 2024 |
| 3 | Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements | <p>A – Cherry and McAlpine Intersection – \$332,000</p> <p>Improve the downtown gateway with reduced travel lane width for traffic calming measures, enhanced signage, increased sidewalk width with decorative buffer strips, additional crosswalks, street trees and pedestrian lighting.</p> <p>B – McAlpine Street – \$662,000</p> <p>Enhance the residential corridor connecting to downtown through reduced travel lane width to calm traffic, the creation of small plaza spaces to highlight historic assets, increased sidewalk width with green space and pedestrian improvements.</p> | Village of Lyons Falls | \$2,681,000 | \$2,681,000 | NY Forward | Spring 2024 | Fall 2026 |





| | | | | | | | | |
|---|--|--|------------------------|-------------|-------------|---------------------------|-------------|-------------|
| 3 | Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements (Continued) | <p>C – McAlpine and Center Street Intersection – \$663,000</p> <p>Transform intersection with improved wayfinding and safety entering the commercial corridor with enhanced spatial and visual cues to direct pedestrian and vehicular traffic. Other improvements include parking stall striping, Center St gateway signage, updated and replaced sidewalks, improved crosswalks, stormwater management, and pedestrian enhancements.</p> <p>D – Center Street – \$781,000</p> <p>Provide pedestrian accessibility and safe vehicular movement to enhance the primary commercial corridor. Improvements include striped parking stalls, sidewalk enhancements with decorative buffer strips and pedestrian enhancements, additional crosswalks, stormwater management, small ornamental street tree plantings.</p> <p>E – Franklin Extension – \$243,000</p> <p>Create a connection to the former Lyons Falls Paper Mill site and enhance the Franklin Extension by installing a sidewalk connection with grass buffer strips, crosswalk, and street trees.</p> | Village of Lyons Falls | \$2,681,000 | \$2,681,000 | NY Forward | Spring 2024 | Fall 2026 |
| 4 | Establish a Fund to Enhance Revitalization in Downtown Lyons Falls | Create a locally managed matching small project fund is proposed to undertake a range of smaller downtown projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art projects. | Village of Lyons Falls | \$390,000 | \$300,000 | NY Forward, Project Match | Spring 2024 | Spring 2027 |

| | | | | | | | | |
|---|---|---|--------------------------|-----------|-----------|---------------------------|-------------|-------------|
| 5 | Develop Marketing and Branding for Downtown Lyons Falls | Develop downtown marketing and branding to target residents, visitors, investors, and developers. | Village of Lyons Falls | \$50,000 | \$50,000 | NY Forward | Spring 2024 | Spring 2025 |
| 6 | Revitalize the Village Square Building as a Downtown Gateway Business | Upgrade a 10,000 sq. ft. gateway building through exterior beautification and façade improvements, window replacement, and electrical and heating system upgrades in support of five occupied commercial units on the first floor and two occupied residential units on the second floor. | Hammecker Holdings, LLC. | \$286,000 | \$226,000 | NY Forward, Sponsor Funds | Spring 2024 | Winter 2025 |

Figure IV-1. Project Summary Table

Project Alignment

These tailored goals and strategies were developed to ensure the established community vision is successful and achievable. The LPC identified six priority projects to recommend for NY Forward funding. Each project included in the Strategic Investment Plan implements at least one of the strategies listed on the previous pages. With the implementation of these projects, there is great potential to transform the Village of Lyons Falls.

| PROJECT NAME | PROJECT DESCRIPTION |  |  |  |  |
|--|---|---|---|---|---|
| Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill | Redevelop a vacant and underutilized former mill site into a public space with the addition of green space, public seating areas, and a river overlook. | | | • | • |
| Stabilize Historic Lyons Falls Elementary School for Future Redevelopment | Stabilize and prepare building to allow potential future private development through roof replacement, removal of debris, and hazardous material abatement | • | | | |
| Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements | Improve the Cherry and McAlpine Intersection, McAlpine Street, the McAlpine and Center Street Intersection, Center Street, and Franklin Extension | | • | • | |
| Establish a Fund to Enhance Revitalization in Downtown Lyons Falls | Create a locally managed matching small project fund is proposed to undertake a range of smaller downtown projects such as façade enhancements, building renovation improvements to commercial or mixed-use spaces, business assistance, or public art projects. | • | | • | • |
| Develop Marketing and Branding for Downtown Lyons Falls | Develop downtown marketing and branding to target residents, visitors, investors, and developers. | | • | • | • |
| Revitalize the Village Square Building as a Downtown Gateway Business | Upgrade a 10,000 sq. ft. gateway building through exterior beautification and façade improvements, window replacement, and electrical and heating system upgrades in support of five occupied commercial units on the first floor and two occupied residential units on the second floor. | • | • | | |

Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill



NYF Funding Request

\$150,000

Total Project Cost

\$200,000

% of Total Project Cost

75%

Project Sponsor

Lewis County Development Corporation (LCDC)

Property Ownership

Lewis County Development Corporation (LCDC)

Project Description

A portion of the former Lyons Falls Pulp and Paper Mill site will be redeveloped for public use to include site restoration with the addition of green space, permanent public seating areas, a small performance area and a river overlook to enhance the vacant and underutilized Village waterfront. This project will create gathering space within the downtown and highlight the historic legacy of the mill site and Black River waterfront amenities to attract residents and visitors.

For 100 years, the Lyons Falls Pulp and Paper Mill operated on the High Falls site, until its closure in 2001, leaving behind abandoned buildings and contaminated soil. With the closure of the mill came significant job loss across Southern Lewis County resulting in population decline and further business closures in Lyons Falls.

Hazardous materials abatement and demolition of the 9.4-acre site have been ongoing since 2011, which supports the proposed public enhancements. The former mill site was identified as a Priority Site in the Village of Lyons Falls Brownfield Opportunity Area (BOA) nomination study and preliminary planning efforts are underway.

Once improvements are complete, the Lewis County Development Corporation (LCDC) intends to turn the property over to the Village of Lyons Falls for public use and upkeep in the future.

Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill



Project Location

4012 Center Street, Lyons Falls, NY

Capacity

The Lewis County Development Corporation (LCDC), is a not-for-profit countywide organization dedicated to utilizing and creating assets for economic and community development.

The LCDC board and staff will oversee the implementation of the proposed project with the assistance of contracted professional design, engineering, and construction firms.

The Lewis County Development Corporation has managed the Lyons Falls Mill Site demolition project for the last 10 years, and has secured multiple grants through DOS, ESD, NBRC, and National Grid to accomplish the site cleanup.

Project Partners

Upon completion, the LCDC has indicated its intent is to turn the project area over to the Village for future upkeep and public use.

As the current owner of parking area to be utilized to access the newly redeveloped public space, Black River Valley Natural Inc. has also been identified as a project partner. A use agreement will be drafted in 2024.

Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Always a Destination: *Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.*

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.



Celebrate History and the Environment: *Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.*

- Balance preservation of valued historic resources with target improvements that catalyze appropriate development.
- Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within Downtown.

This project aligns with the following North Country REDC Strategies:

- Activate tourism as a driver to diversify economies by creating demand to accelerate private investment.

Decarbonization

This project does not involve the construction or substantial renovation of a building; therefore, it is not required to comply with the State's decarbonization requirements.

Resiliency

The project concept does not include any specific resiliency measures as the project area is not in an area known for flooding or other impacts related to weather events. However, resiliency may be included in the project as the design becomes more final.

Project Synergies

Redeveloping a portion of the former Lyons Falls Pulp and Paper Mill site for public use will visually enhance downtown while drawing visitors to patronize local businesses and attract new development.

Other NYF projects that will support and complement this project are:

- Develop Marketing and Branding for Downtown Lyons Falls
- Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements
- Establish a Fund to Enhance Revitalization in Downtown Lyons Falls

The redevelopment of this site also complements other non-NY Forward projects including:

- Lewis County Complete Streets Plan

Public Support

Through the online community survey and project questionnaire this project received a high level of public support. Further, in the survey, *improvements to the waterfront and providing resources for tourist/visitors* were identified as great opportunities for the Village. Members of the community and LPC consistently recognized redevelopment efforts of the former mill site as a priority and identified that this project has a highly transformative impact in the downtown.

Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|--|----------|----------------|-----------------|
| Streetside Landscaping | \$20,000 | LCDC | Secured |
| Site Improvements (Lighting, Utilities, Paving) | \$50,000 | NY Forward | Requested |
| | \$15,000 | LCDC | Secured |
| Park Amenities (Deck, Fire Pit, Seating, Overlook, Historic Signage) | \$80,000 | NY Forward | Requested |
| | \$5,000 | LCDC | Secured |
| Restrooms | \$20,000 | NY Forward | Requested |
| | \$10,000 | LCDC | Secured |
| | | | |
| Total NY Forward Funding Request | | | \$150,000 |
| Total Funding from Other Sources | | | \$50,000 |
| Total Project Cost | | | \$200,000 |
| % Requested of Total Project Cost | | | 75% |

Budget Narrative

The project sponsor previously secured funding through an internal allocation of \$50,000 to execute a reduced version of the now-proposed project. These funds will go to the original project components of streetside landscaping, pad improvement and associated utilities, historic signage, and a small restroom. With NY Forward funding, the project will expand to include other proposed improvements and an enhanced restroom facility. The project budget was prepared using standard construction estimating methods by the project sponsor with support from a licensed contractor. The utility estimate was informed by a meeting with National Grid. Cost estimates were provided by the project sponsor.

Project Feasibility and Impact

The proposed project will help address the absence of formalized recreational viewshed experiences in the Downtown. This project creates a public space within downtown Lyons Falls to highlight the historic legacy of the mill site and the beautiful waterfront and falls of the Black River.

The Village of Lyons Falls has suffered from the closure of the Lyons Falls Pulp and Paper Mill; this left behind blight, hazardous materials, unsafe structures, and an overall economic decline. The LCDC and its partners spent 10+ years demolishing the hazardous and blighted buildings. The project will provide a space for residents and tourists to gather for Village events, live music, art installations, and to enjoy the view. This new space will create a draw to the downtown area and support potential future development opportunities for the remaining underutilized portions of the mill site.

Regulatory Requirements

The project is anticipated to require the following regulatory approvals and/or coordination but is not limited to:

- Site Plan review and approval by Village Board
- New York's State Environmental Quality Review Act (SEQR)

All local building, electrical, and plumbing permits will be obtained at the time of construction.

Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill

Images of Existing Conditions



HISTORIC LYONS FALLS PULP AND PAPER MILL SITE ALTERNATE VIEW –
SOURCE: WATERTOWN DAILY TIMES



HISTORIC LYONS FALLS PULP AND PAPER MILL SITE ALTERNATE VIEW

Images of Proposed Conditions



POTENTIAL CONCEPT OF ENTRANCE TO THE LYONS FALLS OVERLOOK



PROPOSED CONDITIONS –
AERIAL VIEW OF SITE AND PROPOSED PROJECT

Timeframe for Implementation

| Anticipated Start Date: Summer 2024 | |
|--|-----------|
| Project Stage | Timeframe |
| Design, Engineering <ul style="list-style-type: none">Shared intern w/Engineering firmDevelop construction documentsObtain site plan approval, building permit | 9 months |
| Bid Process <ul style="list-style-type: none">Issue RFPReview bidsAward bid to selected contractor | 3 months |
| Construction <ul style="list-style-type: none">Site workConstruction | 6 months |
| Total Timeframe | 18 months |
| Anticipated Completion Date: Spring 2026 | |

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment



Project Sponsor

Lewis County

Property Ownership

Lewis County

Project Description

This project proposes to remediate and stabilize an historic elementary school to allow for potential future mixed-use or multi-unit housing redevelopment.

Phase I of the project, for which NY Forward funds are requested, includes the removal of debris, hazardous material abatement, and roof replacement to stabilize the building to allow for potential future private development, focused on mixed-use or multi-unit housing.

The Lyons Falls Elementary School building was constructed in 1927 and served as the community elementary school until 1963 and was then used for offices during the mid-1980s through early 1990s. Since that time, the structure has been privately owned and used until Lewis County took ownership of the property in June 2023 through the foreclosure process. The 3-story building is approximately 23,850 sq. ft. and sits on 4.5 acres of land in downtown Lyons Falls. The former school site was identified as a Priority Site in the Village of Lyons Falls Brownfield Opportunity Area (BOA) nomination study and environmental remediation was identified as the next step for a multi-phased redevelopment process.

NYF Funding Request

\$684,000

Total Project Cost

\$948,000

% of Total Project Cost

72%

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment



Project Location

6832 McAlpine Street, Lyons Falls, NY

Capacity

Lewis County's Planning and Community Development Department has extensive experience administering grants including NYS DOT, NYS DOS, NYS OCR, NYS DAM, and FEMA projects. Specific to stabilization and rehabilitation, the planning department recently closed out a New York Main Street Downtown Stabilization Grant for the Old Jail in Downtown Lowville, which included asbestos abatement, façade repair, roof replacement, and elevator installation.

Project Partners

The project sponsor is partnering with the Development Authority of the North Country (DANC) on the implementation of the project. DANC will act as the project manager and lead the abatement and construction activities with its team of engineers. Furthermore, Lewis County anticipates a partnership with National Grid through the National Grid Brownfield Redevelopment Assistance Grant.

Lewis County has also identified Lewis County Development Corporation (LCDC) as a project partner. The County will work with LCDC to develop a Request for Expressions of Interest (RFEI) to further market and develop the property.

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Advance an Economic Renaissance: *Support existing industry and small businesses while committing to attractive, transformative investment.*

- Encourage a mix of amenities, services, and commercial activities to support a vibrant Downtown by expanding the range of goods and experiences available in Lyons Falls.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.

Decarbonization

While this building is over 23,000 square feet, which exceeds the 5,000 square foot threshold established by the State, the proposed improvements do not meet the threshold for substantial renovation as the renovation activities are primarily limited to stabilization and abatement.

Resiliency

This project does not propose any resiliency measures.

Project Synergies

The Stabilize Historic Lyons Falls Elementary School for Future Redevelopment project will visually enhance downtown while allowing for the project sponsor to market the property for private developers to adaptively reuse.

Other NYF projects that will support and complement this project are:

- Develop Marketing and Branding for Downtown Lyons Falls
- Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements

Public Support

Public support for this project was solicited using an online community survey and project gallery and questionnaire. Feedback was provided in support of rehabilitating this iconic building to address the need for additional housing within the downtown, and LPC members stressed the significance of stabilizing the former school site for future redevelopment. Overall, the community identified this project as having a moderate transformative impact on the downtown.

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|---|-----------|-----------------|-----------------|
| Roof Stabilization and Abatement | \$67,000 | NY Forward | Requested |
| Interior Abatement of Hazardous Materials | \$175,000 | National Grid | Secured |
| | \$482,000 | NY Forward | Requested |
| Roof Replacement (Post Abatement) | \$69,000 | Lewis County | Secured |
| | \$135,000 | NY Forward | Requested |
| Budget for Marketing and Requests for Expressions of Interest | \$20,000 | Naturally Lewis | Secured |
| | | | |
| Total NY Forward Funding Request | | | \$684,000 |
| Total Funding from Other Sources | | | \$264,000 |
| Total Project Cost | | | \$948,000 |
| % Requested of Total Project Cost | | | 72% |

Budget Narrative

The project budget, which is based on standard construction estimating methods, was prepared by the project sponsor with support from a licensed contractor familiar with the proposed design improvements associated with this project.

Lewis County has begun working with the Development Authority of the North County (DANC) to do preliminary work on this project. In 2023, a report was prepared detailing the stabilization improvements that need to be made, including tree removal (already completed) and temporary roof repair and securing of windows (in process). This report also included cost estimates for the needed improvements, as detailed in the budget table. National Grid Brownfield Redevelopment Program funds have been secured towards the debris removal and asbestos abatement.

Overall construction costs are reasonable and align with industry standards at the time of budget/cost preparation.

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment

Project Feasibility and Impact

The proposed project will help preserve a deteriorating historic structure that is centrally located in the NY Forward area by conducting improvements that stabilize the structure and enable it to be redeveloped. The most immediate benefits will come from the removal of the debris and hazardous waste. The abatement process involves safely removing and disposing of asbestos-containing materials, reducing the risk of exposure to asbestos for workers and the surrounding community. Removing asbestos and replacing the roof can contribute to improved air quality within and around the building. By eliminating asbestos fibers and addressing any ventilation issues associated with the old roof, the project can create a healthier indoor environment for future occupants.

The NY Forward project scope is intended to establish the foundation for building redevelopment. Upon redevelopment, this project may have a spillover effect on nearby properties, potentially increasing the overall real estate value in the vicinity. Furthermore, the increased property value can result in higher property tax revenue for the local government. These additional funds can be reinvested in public services, infrastructure, and community development.

Regulatory Requirements

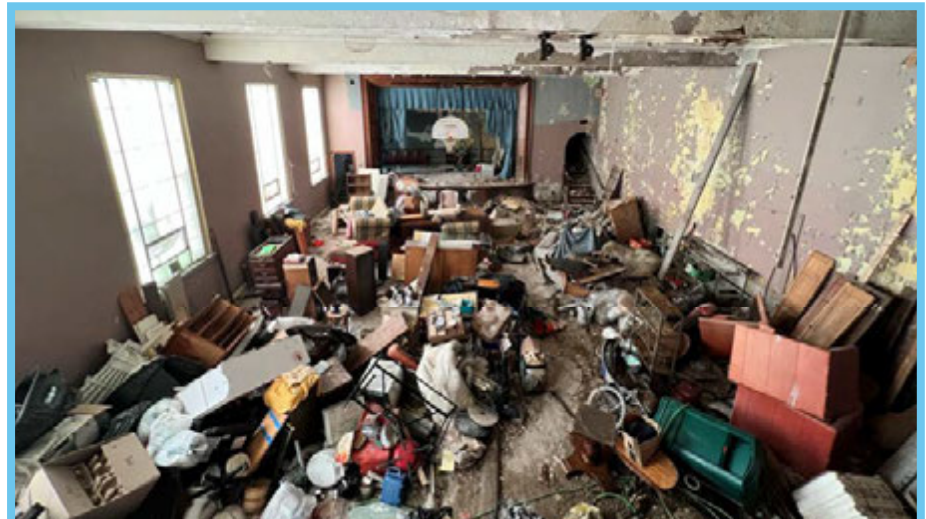
The project is anticipated to require the following regulatory approvals and/or coordination but is not limited to:

- Site Plan review and approval by Village Board
- Building permits
- New York's State Environmental Quality Review Act (SEQRA)

Images of Existing Conditions



LYONS FALLS ELEMENTARY SCHOOL - DEBONDED ROOF FLASHING AT MASONRY PARAPET / PHOTO SOURCE: DANC



LYONS FALLS ELEMENTARY SCHOOL - VARIOUS MATERIALS STORED IN AUDITORIUM / PHOTO SOURCE: DANC

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment



LYONS FALLS ELEMENTARY SCHOOL - BUILDING VIEW AT FRONT
PHOTO SOURCE: DANC

Stabilize Historic Lyons Falls Elementary School for Future Redevelopment

Image of Proposed Conditions



PROPOSED CONDITIONS RENDERING OF LYONS FALLS ELEMENTARY SCHOOL
(CONSULTANT GENERATED CONCEPT)

Timeframe for Implementation

| Anticipated Start Date: Spring 2024 | |
|--|-----------|
| Project Stage | Timeframe |
| Bid Process <ul style="list-style-type: none">Post RFP for Abatement & Roof ReplacementAward BidObtain Permits | 2 months |
| Contruction & Abatement <ul style="list-style-type: none">Debris RemovalAsbestos AbatementRoof Replacement | 4 months |
| Total Timeframe | 6 months |
| Anticipated Completion Date: Winter 2024 | |

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



NYF Funding Request

\$2,681,000

Total Project Cost

\$2,681,000

% of Total Project Cost

100%

Project Sponsor

Village of Lyons Falls

Property Ownership

Village of Lyons Falls

Project Description

This project will enhance the Village's charm and invite existing and future residents and visitors to stop, explore, and stay. Improvements to the public realm will define the downtown corridor and create a visually appealing, pedestrian friendly environment to attract new businesses and support longstanding business owners dedicated to Lyons Falls. Currently, the downtown is not easily defined, and intersections are challenging for vehicular and pedestrian traffic. The following five project components will improve visual cues, define the downtown, and enhance connectivity and safety throughout the downtown area.

1 - Cherry and McAlpine Intersection

As the gateway into the Village, the Cherry and McAlpine intersection serves a vital role in welcoming and setting the stage for people entering the village. The proposed improvements will enhance the village's charm and invite existing and future residents and visitors to stop, explore, and stay.

Proposed improvements include:

- Reducing travel lane width for traffic calming
- Enhancing gateway signage
- Installing six-foot sidewalks with decorative buffer strips
- Adding more crosswalks
- Planting street trees
- Installing pedestrian lighting

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls

2 - McAlpine Street

East of the Cherry and McAlpine intersection, McAlpine Street serves primarily as a residential corridor. The proposed design interventions will connect residences to the community hubs at the Cherry and McAlpine intersection and along Center Street. Secondly, two historic community assets will be enhanced through the creation of small plaza spaces.

Proposed improvements include:

- Reducing travel lane width for traffic calming
- Constructing a small plaza space for historic assets
- Installing pedestrian amenities, such as benches, interpretative signage, trash receptacles, and ornamental trees
- Implementing five-foot sidewalks with grass buffer strips
- Planting large street trees

3 - McAlpine and Center Street Intersection

As McAlpine Street dead ends shortly beyond this intersection, enhancing vehicular and pedestrian wayfinding is essential. Spatial and visual cues will be used to welcome and direct traffic to the Center Street commercial corridor.

Proposed improvements include:

- Adding 24 striped street parking stalls between Community Bank building and Dorrity's Restaurant.
- Installing Center Street gateway signage
- Updating and replacing 6' sidewalks
- Adding additional crosswalks and detection strips
- Enhancing stormwater management
- Installing pedestrian lighting

4 - Center Street

Center Street serves as the commercial corridor and community hub for the Village of Lyons Falls. Streetscape improvements are proposed to provide pedestrian accessibility and safe vehicular movement to enhance the primary business district.

Proposed improvements include:

- Painting 36 striped street parking stalls between Dorrity's Restaurant and the Presbyterian Church
- Installing six to eight-foot sidewalks with decorative buffer strips
- Adding crosswalks and detection strips
- Enhancing stormwater management
- Planting small ornamental street trees

5 - Franklin Street Extension

Extending pedestrian infrastructure further south on Center Street to Franklin Street Extension will prepare the Village for the future development of the former Lyons Falls Paper Mill site and create a connection to other historic features in the downtown. The sidewalk connection will create visual and safety improvements from Center Street to the Library.

Proposed Improvements include:

- Adding a five-foot sidewalk connection
- Installing grass buffer strips
- Implementing crosswalk and detection strips
- Planting street trees

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



Project Location

Various locations within the NY Forward boundary

Capacity

The Village along with its regional partners will oversee the implementation of the project with the assistance of contracted professional planning, engineering, and construction firms. The planning and engineering firms will assist with the design of the project. The Village, along with its regional partners, will subsequently release an RFP for contracting services to construct the approved design.

Working with regional partners, The Village of Lyons Falls has successfully applied for, and received NYS funding, including the DOS Brownfield Opportunity Area program.

Project Partners

Any work that impacts State Rte. 12D (McAlpine Street) will require coordination and approvals from the NYS Department of Transportation (NYSDOT).

Lewis County will be a necessary partner as their County-wide Complete Streets Plan is underway and all efforts will be made to avoid duplication of effort and implement streetscape update efficiencies.

The Village is adjacent to the Towns of West Turin, and Lyonsdale, and as such will require coordination and communication between the municipalities as there are intrinsically shared roadways.

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Expand Connectivity and Access Opportunities: *Activate the downtown with distinctive wayfinding, placemaking, and infrastructure*

- Increase regional recognition of Lyons Falls' resources through distinctive and strategic signage and branding.
- Maximize elements of the public right-of-way on Center and McAlpine Streets to enhance the Downtown experience for residents and visitors.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls.



Always a Destination: *Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.*

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.

This project aligns with the following North Country REDC Strategies:

- Invest in community development infrastructure that expands opportunities and capacity.
- Activate tourism as a driver to diversify our economies by creating demand to accelerate private investment.

Decarbonization

Based on thresholds set forth in the NY Forward guidance, this project is not required to include decarbonization components.

Resiliency

To address ongoing severe weather events, this project will incorporate stormwater management techniques throughout the streetscape improvement components. Techniques in the preliminary plans include installing grass buffers, street trees, and bioswales.

Project Synergies

Improving Connectivity and Enhancing the Downtown Experience in Lyons Falls through Streetscape Improvements will visually augment downtown. This will build on the Lewis County Department of Planning and Community Development's efforts to complete a County-wide Complete Streets Plan.

Other NYF projects that will support and complement this project are:

- Develop Marketing and Branding for Downtown Lyons Falls
- Stabilize Historic Lyons Falls Elementary School for Future Redevelopment
- Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill
- Revitalize the Village Square Building as a Downtown Gateway business

Public Support

The public and LPC members consistently supported improvements to the downtown streetscape. Support for this project was solicited using an online community survey and project gallery and questionnaire which resulted in the community identifying the project as having a highly transformative impact to the downtown and will assist with generating future investments in the community.

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|--|------------------|----------------|-----------------|
| Cherry and McAlpine Intersection | | | |
| Site Preparation | \$65,000 | NY Forward | Requested |
| Electrical Installation | \$40,000 | | |
| Construction (Sidewalks, Crosswalks, Parking Stall Striping, Lighting) | \$114,000 | | |
| Design and Engineering | \$113,000 | | |
| Subtotal | \$332,000 | | |
| McAlpine Street Streetscape | | | |
| Site Preparation | \$178,000 | NY Forward | Requested |
| Construction (Sidewalks, Crosswalks, Trees, Street Furniture, Plaza) | \$258,000 | | |
| Design and Engineering | \$226,000 | | |
| Subtotal | \$662,000 | | |
| McAlpine and Center Intersection | | | |
| Site Preparation | \$188,000 | NY Forward | Requested |
| Electrical Installation | \$36,000 | | |
| Construction (Sidewalks, Crosswalks, Parking Stall Striping, Lighting) | \$213,000 | | |
| Design and Engineering | \$226,000 | | |
| Subtotal | \$663,000 | | |

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls

| Center Street Streetscape | | | |
|--|------------------|------------|-------------|
| Site Preparation | \$240,000 | NY Forward | Requested |
| Electrical Installation | \$39,000 | | |
| Construction (Striped Parking Stalls, Sidewalks with Buffer Strips, Crosswalks, Trees) | \$236,000 | | |
| Design and Engineering | \$266,000 | | |
| Subtotal | \$781,000 | | |
| Franklin Street Extension | | | |
| Site Preparation | \$75,000 | NY Forward | Requested |
| Construction (Sidewalks, Crosswalks, Trees) | \$86,000 | | |
| Design and Engineering | \$82,000 | | |
| Subtotal | \$243,000 | | |
| | | | |
| Total NY Forward Funding Request | | | \$2,681,000 |
| Total Funding from Other Sources | | | \$0 |
| Total Project Cost | | | \$2,681,000 |
| % Requested of Total Project Cost | | | 100% |

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls

Budget Narrative

A licensed landscape architect, as part of the NY Forward consultant team, prepared conceptual renderings and associated cost estimates for streetscape enhancement. A 30% contingency has been included in budget estimates, with a 5% cost escalation. This cost escalation anticipates a construction start date in 2025. Construction implementation elements include concrete sidewalk and subbase, asphalt pavement and subbase, curbing, pavement striping, tree planting, lawn seed and mulch, green infrastructure, benches, and signage. The project is broken up into five components to allow for phasing.

Project Feasibility and Impact

This project will address the disconnected and fragmentary existing street conditions in the downtown. The enhancements proposed within each component are intended to influence the interactions between people and vehicles. By proposing a well-designed streetscape, the project sponsor is addressing things beyond health and safety; the hope is that these pedestrian and vehicular infrastructure enhancements will augment the cultural identity of downtown Lyons Falls and drive economic development in both tangible and intangible ways.

This project is expected to complement the ongoing Lewis County Complete Streets initiative that kicked off in 2023.

Regulatory Requirements

The project is anticipated to require the following regulatory approvals and coordination:

- Site Plan review and approval by Village Board
- New York's State Environmental Quality Review Act (SEQR)
- NYS Department of Transportation (DOT)
- Coordination with Lewis County re: Complete Streets Program

Images of Existing Conditions

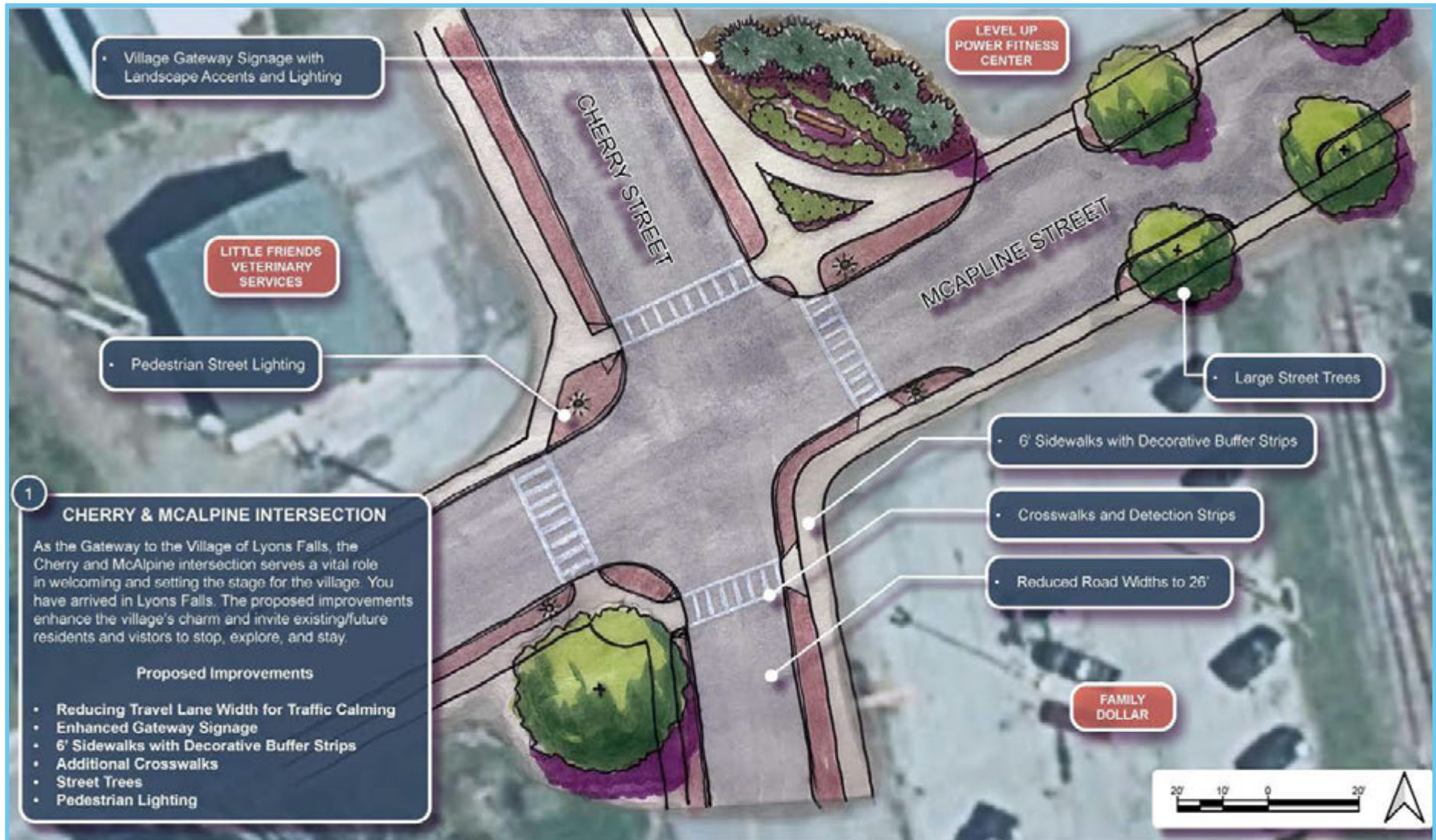


CENTER STREET LYONS FALLS LOOKING NORTHWEST



CENTER STREET LYONS FALLS LOOKING SOUTH

Images of Proposed Conditions



PROPOSED COMPONENT 1 – CHERRY & MCALPINE INTERSECTION

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



PROPOSED COMPONENT 1 – MCALPINE AND CHERRY STREET INTERSECTION RENDERING

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



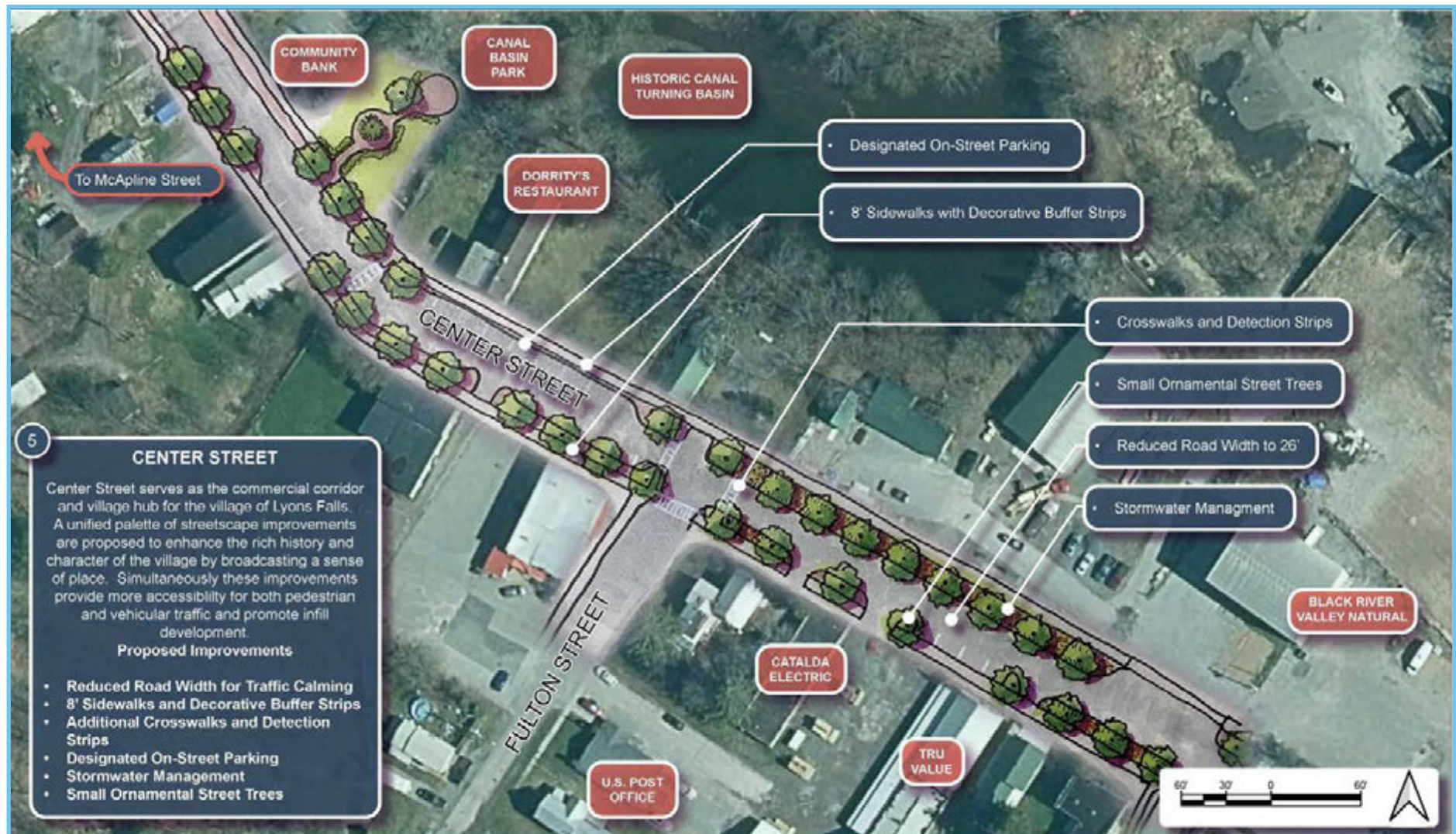
PROPOSED COMPONENT 2 – MCALPINE STREET

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



PROPOSED COMPONENT 3 – MCALPINE AND CENTER STREET INTERSECTION

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



PROPOSED COMPONENT 4 – CENTER STREET

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



PROPOSED COMPONENT 4 – CENTER STREET

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



PROPOSED COMPONENT 5 – FRANKLIN STREET EXTENSION

Improve Connectivity and Enhance Revitalization in Downtown Lyons Falls



OVERVIEW OF PROPOSED COMPONENTS

Timeframe for Implementation

| Anticipated Start Date: Spring 2024 | |
|---|-----------|
| Project Stage | Timeframe |
| <ul style="list-style-type: none">• Design, Engineering, Bid Process• Solicit design and engineering services• Develop construction documents• Obtain necessary permits and approvals• Issue bid documents• Award bid to selected contractor | 12 months |
| Construction | 15 months |
| Total Timeframe | 27 months |
| Anticipated Completion Date: Fall 2026 | |

Establish a Fund to Enhance Revitalization in Downtown Lyons Falls



NYF Funding Request

\$300,000

Total Project Cost

\$390,000

% of Total Project Cost

77%

Project Sponsor

Village of Lyons Falls

Property Ownership

Various property owners within the NY Forward Study Area.

Project Description

This project will establish a locally managed fund to undertake a range of smaller downtown projects, such as facade enhancements, building renovations to commercial or mixed-use spaces, business assistance, or public art. Applicants to this small project fund will be required to provide a minimum of 25% of the overall project cost as a contribution, leveraging private funds to achieve an even greater transformational impact in downtown Lyons Falls.

The proposed improvements aim to enhance the Village's charm and invite existing and future residents and visitors to stop, explore, and stay. The Village has experienced disinvestment over the years with the mill closure in the early 2000s, and the local entrepreneurs and residents are ready for revitalization.

By transforming underutilized downtown spaces into attractive, productive places of commerce and recreation, the small project fund will benefit the community through increased tourism, tax revenue, and potential job creation.

Establish a Fund to Enhance Revitalization in Downtown Lyons Falls



Project Location:

Project sites must be within the NY Forward Study Area in order to be eligible to receive grant funds.

Capacity

The Village of Lyons Falls will engage Lewis County Planning and Community Development to assist with consultant procurement, project management, grant administration tasks, design review services, and inspection and monitoring of funded projects. In coordination, the Village and Lewis County Planning and Community Development will market the program and create an application to solicit eligible projects.

Working with regional partners, the Village of Lyons Falls has successfully applied for, and received NYS funding including the DOS Brownfield Opportunity Area program.

Lewis County Planning and Community Development has overseen a number of successful funding programs in the North Country including but not limited to a Façade and Streetscape Improvement Program offered by the Lewis County Legislators using ARPA (American Rescue Plan Act) funds.

Project Partners

The Village will engage with Lewis County Planning and Development to assist in managing and administering the fund.

Property owners within the Lyons Falls NY Forward Study Area who successfully apply for grant funding will be partners in realizing the full potential of this funding.

Establish a Fund to Enhance Revitalization in Downtown Lyons Falls

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Advance an Economic Renaissance: *Support existing industry and small businesses while committing to attractive, transformative investment.*

- Expand efforts to highlight existing businesses and resources to Lyons Falls residents and visitors.



Always a Destination: *Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.*

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.



Celebrate History and the Environment: *Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.*

- Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within Downtown.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.
- Activate tourism as a driver to diversify economies by creating demand to accelerate private investment.
- Invest in community development infrastructure that expands opportunities and capacity.

Decarbonization

Projects funded through these grants are not required to meet the State's decarbonization standards; however, they hold potential to advance decarbonization efforts through inclusion of elements such as energy-efficient windows and doors, insulation, and building envelope upgrades.

Resiliency

Specific locations of the projects that will be funded through the Small Project Fund have not been determined. Once projects are selected, resiliency measures will be incorporated into designs to potentially mitigate extreme weather impacts on a case-by-case basis.

Project Synergies

A catalytic, locally managed fund that can undertake a range of smaller downtown projects such as façade improvements, public art, and physical improvements to existing and/or vacant commercial or mixed-use space will fundamentally change the downtown and how it is perceived.

Other NYF projects that will support and complement this project are:

- Develop Marketing and Branding for Downtown Lyons Falls
- Stabilize Historic Lyons Falls Elementary School for Future Redevelopment
- Activate Public Space at the Historic Lyons Falls Pulp and Paper Mill
- Revitalize Village Square Building as a Downtown Gateway Business

Public Support

Throughout the planning process, this project received consistently strong support from both the Local Planning Committee and members of the public. Utilizing an online community survey, project gallery and project questionnaire, the community identified a fund used to further enhance revitalization efforts in the downtown as highly transformative.

Establish a Fund to Enhance Revitalization in Downtown Lyons Falls

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|---|-----------|----------------|-----------------|
| Grant Administration | \$30,000 | NY Forward | Requested |
| Small Project Fund (Facades, Interior Renovation, Business Assistance, or Public Art) | \$270,000 | NY Forward | Requested |
| Contribution from Project Sponsors | \$90,000 | Local Match | Anticipated |
| | | | |
| Total NY Forward Funding Request | | | \$300,000 |
| Total Funding from Other Sources | | | \$90,000 |
| Total Project Cost | | | \$390,000 |
| % Requested of Total Project Cost | | | 77% |

Budget Narrative

The project budget aligns with the State's standards for a Small Project Fund, which allow for 10% of the NY Forward funds to be allocated for administrative costs, leaving the remaining \$270,000 for capital improvements. The administrative costs will allow the Village to procure a consultant who can administer the local application process, support the recipients with the needed review processes, and ensure the Village is complying with all of the rules of the program, among other tasks. The \$300,000 in NY Forward funding will be supplemented by the grant recipients' contributions, which will equal a minimum of \$90,000. Per State guidelines, project sponsors must contribute a minimum of 25% of the total project cost.

Project Feasibility and Impact

The following list of projects is intended to demonstrate demand and feasibility for a Small Project Fund. These projects were initially submitted through the Call for Projects as standalone NY Forward projects, but the LPC determined that these were better suited for the Small Project Fund and chose to include them to demonstrate demand for funds for smaller improvements. None of the projects listed below are guaranteed NY Forward funding if the Village is awarded the Small Project Fund. These projects, as well as any others who may be interested in receiving funds, will be required to go through the application process. The impact of this fund would resonate throughout the entire downtown from an economic, aesthetic and community activation perspective and further support the projects recommended for NY Forward funding.

| Project/Business Name | Project Address | Scope of Work | Total Project Cost | NYF Request |
|--|---------------------------------------|--|--------------------|-------------|
| Dolhof Hardware Construction | 4064, 4055, 4057 Center Street | Building façade updates and construction of storage space | \$205,000 | \$143,000 |
| Old Agway Building/Train Depot | 4019 Center Street | Building façade updates, interior updates | \$41,295 | \$41,295 |
| McAlpine Hill Housing | 4117 Center Street, 6854 McAlpine St | Building façade updates, interior updates | \$338,675 | \$268,675 |
| The Mance | 4015 Center Street | Façade improvements, interior upgrades | \$48,100 | \$48,100 |
| Hotel Hendel | 6814 McAlpine Street/6812 McAlpine St | Paint facade & replace broken windows | \$14,300 | \$14,300 |
| Gould House | 6823 McAlpine St | Façade work, chimney upgrades | \$3,500 | \$3,500 |
| Dollar General | 6804 McAlpine Street | Installing new front canopy, paving parking lot, repairing repairing stormwater drainage | \$195,000 | \$195,000 |
| Tug Tours, LLC. | None provided | Outdoor equipment rentals and tours | \$24,000 | \$24,000 |
| Historical Walking Tours Façade Update | 6805 McAlpine St | Historical walking tours, re: the history of Lyons Falls | \$25,000 | \$25,000 |
| Total: | | | \$894,870 | \$762,870 |

Establish a Fund to Enhance Revitalization in Downtown Lyons Falls

Regulatory Requirements

Projects awarded matching funds are subject to environmental review and SHPO review for applicable project sites. Projects must also be in compliance with all local regulatory requirements.

Timeframe for Implementation

| Anticipated Start Date: Spring 2024 | |
|---|------------------|
| Project Stage | Timeframe |
| Program Administration <ul style="list-style-type: none">Develop and submit Administrative Plan for small project fundExecute grant agreement with administrator | 3 months |
| Call for Applications <ul style="list-style-type: none">Issue call for project applicationsPerform application review and underwriting process | 6 months |
| Project Design and Approvals <ul style="list-style-type: none">Development of construction documents or public art designsObtain necessary permits and approvals | Up to 12 months |
| Construction Phase | 15 months |
| Total Timeframe | 36 Months |

Image of Existing Conditions



DORRITY'S RESTAURANT

Image of Proposed Conditions



IMPROVED STREETSCAPE AND BUSINESS FAÇADE (CONSULTANT GENERATED RENDERING)

Develop Marketing and Branding for Downtown Lyons Falls



NYF Funding Request

\$50,000

Total Project Cost

\$50,000

% of Total Project Cost

100%

Project Sponsor:

Village of Lyons Falls

Property Ownership:

This project is not site-specific, however promotional efforts will be targeted to bolster Lyons Falls' downtown within the NY Forward study area.

Project Description

This project will result in the development of a downtown brand and marketing materials that are intended to attract residents, investors, developers, tourists, and visitors.

The Village of Lyons Falls prides itself on its historic resources and natural beauty and acknowledges its potential to grow as a destination for North Country visitors. In order to bolster its potential, a branding and marketing campaign is proposed to expand the regional visibility of the Village. As other NY Forward-funded projects reach successful completion, greater brand recognition will serve to promote these new and enhanced amenities throughout the region and beyond.

Develop Marketing and Branding for Downtown Lyons Falls



Project Location:

Within NY Forward Boundary

Capacity

As the project sponsor, the Village will procure professional marketing services through an RFP process. Regional partners, including Lewis County and Naturally Lewis will work alongside village leadership to assist with the development of the desired marketing and branding initiatives.

Lewis County has previously led marketing initiatives for the Village of Lyons Falls including the Village of Lyons Falls, New York Brownfield Opportunity Area Step 3 - Implementation Strategy, for which they developed a branding and multi-faceted marketing strategy. Naturally Lewis has a focus on the marketing and promotion of Lewis County communities with proven success throughout the county with a number of branding initiatives.

Together, these organizations will lead marketing and branding efforts to strengthen the Lyons Falls identity.

Project Partners

The Village will engage local partners including Lewis County and Naturally Lewis to assist with the implementation of the proposed project. Through a procurement process, the Village will contract with a professional marketing consultant to assist in the preparation of branding and marketing materials.

Develop Marketing and Branding for Downtown Lyons Falls

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Expand Connectivity and Access Opportunities: *Activate the downtown with distinctive wayfinding, placemaking, and infrastructure*

- Increase regional recognition of Lyons Fall's resources through distinctive and strategic signage and branding.
- Maximize elements of the public right-of-way on Center and McAlpine Streets to enhance the Downtown experience for residents and visitors.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls



Always a Destination: *Provide a range of offerings that highlight the natural and unique assets of the Village throughout the calendar year.*

- Showcase the Moose and Black Rivers and the Falls and expand the connection between the waterfront and the Village as a whole.



Celebrate History and the Environment: *Share and promote Lyons Falls' historical connections through focused rehabilitation and preservation of existing resources.*

- Coordinate upgrades to establish a cohesive atmosphere of environmental and historic resources within Downtown.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.
- Invest in community development infrastructure that expands opportunities and capacity.
- Activate tourism as a driver to diversify economies by creating demand to accelerate private investment.

Decarbonization

This project does not include the construction or renovation of any buildings; therefore, it is not required to meet the decarbonization standards.

Resiliency

This project does not contain any specific resiliency components.

Project Synergies

The proposed branding and marketing project for Lyons Falls complements all other projects proposed through the NY Forward program, as it offers an avenue for promoting the expanded range of Village amenities that are created by successful NY Forward project implementation.

Branding and marketing downtown Lyons Falls to the region and beyond can assist in attracting visitors from Route 12 into the downtown. Recreational visitors using the Lewis County trails year-round for snowmobiling and ATV recreation may be enticed to visit downtown to view the falls, dine, or shop. History buffs may be attracted to downtown to view the interpretive signage at the potential newly activated public space on the former Lyons Falls Paper Mill site or the existing interpretative signage as Basin Park and learn about the canal.

This project will complement and support NY Forward recommended projects including:

- Stabilize Historic Lyons Falls Elementary School for Future Redevelopment
- Activate Public Space at Historic Lyons Falls Pulp and Paper Mill
- Revitalize the Village Square Building as a Downtown Gateway Business

Develop Marketing and Branding for Downtown Lyons Falls

Public Support

LPC members expressed strong support for initiatives to improve branding and marketing of Lyons Falls. Members of the public supported efforts to develop additional tourism potential and promote existing businesses. Utilizing an online community survey, project gallery and project questionnaire, the community identified branding and marketing to further enhance revitalization efforts in the downtown as moderately transformative.

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|--|----------|----------------|-----------------|
| Brand Development (Logos, Graphic Design Standards, Implementation Guidelines) | \$41,000 | NY Forward | Requested |
| Marketing Materials and Templates | \$9,000 | NY Forward | Requested |
| | | | |
| Total NY Forward Funding Request | | | \$50,000 |
| Total Funding from Other Sources | | | \$0 |
| Total Project Cost | | | \$50,000 |
| % Requested of Total Project Cost | | | 100% |

Budget Narrative

The budget was derived from an estimate of consultant time needed to assist the Village in message development and the preparation of template materials that can be used to promote downtown Lyons Falls and downtown events to visitors within the region as well as local residents. This is intended to be a one-time investment in consultant assistance, and the materials are intended to be prepared in a manner that can be updated by the Village as needed over time.

Project Feasibility and Impact

The Village of Lyons Falls along with their regional partners have conducted successful programs in the past.

A branding program, facilitated by Lewis County, ran successfully during the Village's Brownfield Opportunity Area (BOA) planning process in 2018. The strategy was developed for the Village which included a "Lyons Falls Connects" campaign. This marketing strategy was utilized to highlight the Village's unique recreation offerings, business opportunities, and history. There is an opportunity to build on the momentum of this effort to further strengthen a downtown brand and attract visitors.

Regulatory Requirements

The Village will follow applicable procurement procedures for contracting professional services.

Timeframe for Implementation

| Anticipated Start Date: Spring 2024 | |
|--|-----------|
| Project Stage | Timeframe |
| Develop RFP and Solicit Proposals | 2 months |
| Select Professional Services Firm | 2 months |
| Develop Marketing Materials | 8 months |
| Total Timeframe | 12 Months |
| Anticipated Completion Date: Spring 2025 | |

Develop Marketing and Branding for Downtown Lyons Falls

Image of Existing Conditions



CURRENT LYONS FALLS WELCOME SIGN AT INTERSECTION OF CHERRY STREET AND MCALPINE STREET

Image of Proposed Conditions



CONCEPT RENDERING ILLUSTRATING HOW FUTURE VILLAGE BRANDING CAN BE INCORPORATED IN DOWNTOWN WAYFINDING

Revitalize the Village Square Building as a Downtown Gateway Business



NYF Funding Request

\$226,000

Total Project Cost

\$286,000

% of Total Project Cost

79%

Project Sponsor

Hammecker Holdings, LLC.

Property Ownership

Hammecker Holdings, LLC.

Project Description:

One of the most visible structures entering downtown, the Village Square building is a fully occupied mixed-use property in downtown Lyons Falls. The 10,000-square-foot building has five occupied commercial units on the first floor, and two occupied residential units on the second floor. This project proposes to enhance the appearance of the building, improve its energy efficiency, and stabilize the building so that it can continue to serve the community into the future. This project includes replacing the façade, incorporating energy-efficiency measures, such as installing double hung efficient windows, replacing the existing heating system with a heat pump, and installing electrical upgrades to allow for individual meters to service residential and commercial spaces, as well as, installing a new roof and conducting stone foundation work.

Revitalize the Village Square Building as a Downtown Gateway Business



Project Location

6805 McAlpine Street, Lyons Falls, NY

Capacity

The project sponsor has indicated they have experience working with contractors and engineers while making upgrades to the building over the years. In the last two years alone, the project sponsor has invested over \$11,000 in upgrades to the site. Hammecker Holdings, LLC. has owned and maintained the property and building for the last 20 years and owns and operates other properties within Lewis County.

Project Partners

There are no partners identified in relation to this project.

Revitalize the Village Square Building as a Downtown Gateway Business

Revitalization Strategies

The project aligns with the following Lyons Falls NY Forward Strategies:



Advance an Economic Renaissance: *Support existing industry and small businesses while committing to attractive, transformative investment.*

- Expand efforts to highlight existing businesses and resources to Lyons Falls residents and visitors.



Expand Connectivity and Access Opportunities: *Activate the downtown with distinctive wayfinding, placemaking, and infrastructure.*

- Increase regional recognition of Lyons Falls' resources through distinctive and strategic signage and branding.
- Feature notable locations and local storytelling efforts to impart the significant history of Lyons Falls.

This project aligns with the following North Country REDC Strategies:

- Attract and nurture entrepreneurs through innovation to catalyze the highest per capita rate of small business start-ups and expansions in the state.

Decarbonization

This proposed project meets the threshold for decarbonization as the project has an area of 10,000 square feet and is proposing to do substantial renovations.

The project sponsor has engaged a general contractor to help scope the project. The project scope will include replacing the aging boiler with heat pumps and eliminating current gas heating units located throughout the building, in addition to envelope upgrades, which include installing double-hung windows. The expected decarbonization compliance path is undetermined.

Resiliency

There are no specific resiliency components within the project scope.

Project Synergies

Revitalize the Village Square Building as a Downtown Gateway Business will visually enhance downtown and be a welcoming revitalized building at the entrance of the Village. This project can set the tone for all other NY Forward projects and other potential investment opportunities in the Village.

Other NY Forward projects that will support and complement this project are:

- Improve Connectivity and Enhance the Downtown Experience in Lyons Falls through Streetscape Improvements

Public Support

Public support was solicited through an online community survey, project gallery, and project questionnaire. Throughout the planning process, this project received support from both the Local Planning Committee (LPC) and the public and was identified to have a transformative impact on the downtown area.

Revitalize the Village Square Building as a Downtown Gateway Business

Project Budget

| Activity | Amount | Funding Source | Status of Funds |
|---|-----------|----------------|-----------------|
| HVAC Upgrades | \$53,000 | Private Funds | Secured |
| Electrical Upgrades | \$30,000 | NY Forward | Requested |
| Exterior Improvements (Siding, Doors, Windows) | \$7,000 | Private Funds | Secured |
| | \$128,000 | NY Forward | Requested |
| Foundation Upgrades | \$10,000 | NY Forward | Requested |
| Roof Installation | \$58,000 | NY Forward | Requested |
| | | | |
| Total NY Forward Funding Request | | | \$226,000 |
| Total Funding from Other Sources | | | \$98,000 |
| Total Project Cost | | | \$286,000 |
| % Requested of Total Project Cost | | | 79% |

Budget Narrative

The project budget, which is based on standard construction estimating methods, was prepared by a licensed general contractor familiar with the proposed design improvements associated with this project, Ross Phelps of RP Land Management, Glenfield, NY. The project sponsor provided documented financial capacity to complete the project. Overall construction costs are reasonable and align with industry standards at the time of budget/cost preparation.

Project Feasibility and Impact

The proposed project will improve a downtown gateway building, which is home to essential businesses. The HVAC and building envelope upgrades will increase the energy efficiency of the building, thus helping tenants reduce their utility expenses. The improvements will also beautify the building, contributing to a sense of place that will highlight downtown's overall natural charm and appeal.

Regulatory Requirements

The project is anticipated to require the following regulatory approvals and/or coordination:

- Site Plan review and approval by Village Board
- Building permits
- New York's State Environmental Quality Review Act (SEQR)

Revitalize the Village Square Building as a Downtown Gateway Business

Images of Existing Conditions



BUILDING SOUTH ENTRANCE VILLAGE SQUARE
PHOTO SOURCE: ROSS PHELPS



REAR OF VILLAGE SQUARE BUILDING
PHOTO SOURCE: ROSS PHELPS

Revitalize the Village Square Building as a Downtown Gateway Business

Image of Proposed Conditions



VILLAGE SQUARE BUILDING CONCEPT (CONSULTANT GENERATED)

Timeframe for Implementation

| Anticipated Start Date: Spring 2024 | |
|--|-----------|
| Project Stage | Timeframe |
| Design/Permitting | 4 months |
| Construction | 8 months |
| Total Timeframe | 12 Months |
| Anticipated Completion Date: December 2025 | |

Pipeline Project

This following pipeline project has been identified by the LPC and the public as an important contributor to the Village of Lyons Falls' downtown revitalization efforts. The inclusion of this project in the Strategic Investment Plan highlights its significance to the community's vision and serves as a future development opportunity.

Expand Black River Valley Natural Cheesemaking Facility Capacity



BRVN CHEESEMAKING FACILITY INTERIOR
PHOTO COURTESY OF: BLACK RIVER VALLEY NATURAL INC.

Total Project Cost

\$650,000

Project Description

The project sponsor proposed a plan to increase capacity by expanding cold storage and the raw milk receiving bay, installing enhanced cheese making equipment, and improving wastewater pretreatment.

Black River Valley Natural (BRVN) is a micro-creamery and producer of small-batch artisanal foods. It was the first business to invest and create jobs on the former Lyons Falls Pulp and Paper Mill site. BRVN purchases milk from local farms to produce high-quality dairy products, including creamline milk, sweet cream and flavored butters, cheese curds, and yogurt. It has also expanded into non-dairy products, such as granola, hummus, sauerkraut, and more. BRVN currently employs eight individuals.